MICHAEL TREVINO

Email Developer (Marketing) ǀǀ Web Administrator

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EXECUTIVE SUMMARY

Passionate Email Developer with experience developing and maintaining responsive HTML email templates, in Hubspot and WordPress tailored to the needs of small businesses and non-profit organizations. Skilled in setting up email marketing automation campaigns. Working knowledge in conducting quality assurance testing utilizing Litmus and Email on Acid. I'm skilled at creative problem-solving and love collaborating to help colleagues.

EDUCATION

B.S. Mechanical Engineering: UTRGV (4.0 gpa)
Strengthened analytical and problem-solving skills, cultivated effective decision-making, project planning, engaged in collaborative engineering programs. Actively pursued continuous learning and innovation.

CodingPhase.com HTML Email Development Bootcamp
Relevant Coursework: Programming HTML emails utilizing HTML, CSS, Conditional Statements, and conducted Q.A. testing in Litmus. Designed responsive websites using HTML, CSS, SASS, BOOTSTRAP, and JAVASCRIPT.

Certifications: *HubSpot Academy Email Marketing Certified*

WORK EXPERIENCE

NATURAL BLENDS SUPPLEMENTS L.L.C.   Mar 2021 – Present
EMAIL DEVELOPER / WEBSITE ADMINISTRATOR
- Utilized HTML/CSS in HubSpot for email configuration, testing, and troubleshooting, increasing email engagement metrics by 12%.
- Managed the deployment of websites, domains, landing pages and hosting through HubSpot and WordPress, leading to a 15% quarterly rise in both website traffic and user interaction.
- Implemented campaigns and Marketing Automation workflows with precision and timeliness, resulting in an 18% increase in quarterly conversion rates and enhanced customer engagement.
- Developed an email design system with A/B testing to reinforce brand identity, leading to a quarterly increase of 10% in brand recognition and customer loyalty.
- Conducted cross-client testing using Litmus, Email on Acid, and physical devices, ensuring a quarterly improvement of 22% in email deliverability and compatibility across platforms.

M.C.N.A. INSURANCE   Mar 2023 – Aug 2023
BENEFITS ADMINISTRATOR
- Effectively communicated complex benefits, customizing my approach for diverse audiences to ensure understanding and satisfaction.
- Took initiative to resolve benefit-related issues, including claim discrepancies and coverage questions.
- Efficiently accessed and updated sensitive client information using company databases.
- Assessed various benefit options and determining the most suitable plans for clients based on need.
- Worked collaboratively with departmental teams to create improved benefit strategies and procedures.

TECHNICAL SKILLS

ESP's: MailChimp, HubSpot (Email Certified) || *Languages:* HTML, CSS, JAVASCRIPT || *Frameworks/Libraries:* Bootstrap, SASS || *Databases:* SQL || *Tools:* Visual Studio Code, Adobe Photoshop, Figma, WordPress, Hubspot

FUNCTIONAL EXPERTISE

Digital Marketing: Marketing Automation, Search Engine Optimization (SEO), Marketing Campaign Management || Project Management, Customer Relationship Management (CRM) || *Design:* Graphic Design, Innovation and Creativity || *Teamwork:* Cross-Functional Communication, Collaboration