

brian hankerson

email / crm developer

brianhankerson.com

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OBJECTIVE

To obtain a full-time or freelance position and actively contribute to the success of the organization through the use of strategic development, testing, and implementation.

PROFILE

10+ years of experience
Worked with 100+ clients
Experienced with different ESPs
Critical eye for detail
Strong communication skills
Analytical problem solver
Thorough tester and debugger
Proficient with Adobe Software

TECHNICAL SKILLS

Advanced HTML and CSS
Mobile Optimization / Responsive
Darkmode Experience
Responsys (RPL / Freemarker)
Javascript / jQuery
Adobe Photoshop
Adobe Dreamweaver
Adobe Illustrator
Basic Figma
Moveable Ink
Litmus & QA Testing

EDUCATION

Georgia Southern University
Bachelor of Science in
Information Technology, 2006

EXPERIENCE

SHIPT / CRM Developer (Remote)

Atlanta, Georgia | July 2020 - September 2021

- Built, QA'd, and scheduled emails & in-app messages to Shipt Shoppers for consistent communication, including dynamic incentives and appreciation comms

FREELANCE / Email Developer (Remote)

Atlanta, Georgia | November 2019 - July 2020

- Actively coding, maintaining and enhancing emails for a variety of clients, including Dagger, Daily Burn, New York Road Runners and more

CHEWY / Email Developer (Office & Remote)

Dania Beach, Florida | December 2016 - October 2019

- Transitioned emails to be mobile optimized and cross-client compatible while enhancing personalization and increasing user engagement through Responsive Programming Language (RPL)
- Boosted team productivity through a series of reusable dynamic layouts and a large library of HTML, CSS, and RPL snippets conducive for faster and more efficient development

TRIAD RETAIL MEDIA / Email Developer (Remote)

Miami, Florida | March 2016 - November 2016

- Hand-coded 100% responsive image-centric and text-centric emails for main client, eBay

BRIGHTWAVE MARKETING / Web & Email Developer

Atlanta, Georgia | January 2015 - February 2016

- Built responsive emails and landing pages using HTML and CSS for clients including Chick-Fil-A, Equifax, Mattress Firm, Aflac, Mizuno and more
- Thoroughly tested emails in 30+ clients (Litmus) to ensure cross-email perfection

PRESTIGE CRUISE HOLDINGS / Web & Email Specialist

Doral, Florida | August 2013 - October 2014

- Hand-coded and launched 15+ emails on a weekly basis using Responsys while also maintaining a large website and producing image assets

ENGAUGE DIGITAL / Front End Developer

Atlanta, Georgia | September 2010 - July 2013

- Worked on "The Email Team" for weekly campaign launches for AMC Theaters, UPS, Food Lion, Bottom Dollar Food, Logitech, and more
- Gained experience with a variety of Email Service Providers, including ExactTarget, Responsys, and Silverpop

DEFINITION 6 / Digital Production Specialist

Atlanta, Georgia | September 2006 - June 2008

- Broadened skill set of front-end web and email development using HTML, CSS, and JavaScript for various clients, including The Capital Grille, Extended Stay Hotels and Longhorn Steakhouse