

brian hankerson

web & email developer

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OBJECTIVE

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

EDUCATION

Georgia Southern University
Bachelor of Science in
Information Technology, 2006

PROFILE

10+ years of experience
Worked with 100+ clients
Expert with HTML and CSS
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
Responsys (RPL / Freemarket)
ExactTarget (Ampscript)
Javascript / jQuery
Adobe Photoshop
Adobe Dreamweaver
Adobe Illustrator
Adobe Fireworks
Moveable Ink
Litmus Testing

EXPERIENCE

CHEWY / Email Developer

Dania Beach, Florida | *December 2016 - Present*

- Transitioned emails to be mobile optimized and cross-client compatible
- Enhanced personalization and increased user engagement and conversion using high-level Responsive Programming Language (RPL)
- Boosted team productivity through a series of reusable dynamic layouts
- Helped implement and maintain a large library of HTML, CSS, and RPL snippets for faster and more efficient development

TRIAD RETAIL MEDIA / Remote Email Developer

Miami, Florida | *March 2016 - November 2016*

- Worked remotely, full-time from Miami while maintaining communication and easy workflow with headquarters in St. Petersburg, Florida
- Developed and produced 100% responsive, adaptive, and fluid emails for main client, eBay
- Coded emails for both image-centric and text-centric email campaigns

BRIGHTWAVE MARKETING / Web & Email Developer

Atlanta, Georgia | *January 2015 - February 2016*

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

PRESTIGE CRUISE HOLDINGS / Web & Email Specialist

Doral, Florida | *August 2013 - October 2014*

- Hand-coded and launched 15+ emails on a weekly basis using Responsys
- Assisted in maintaining a large website, while creating and producing image and developmental assets in a fast-paced environment

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
- Produced HTML and made complex edits using ExactTarget for The Capital Grille, Extended Stay Hotels, and Definition 6