

brian hankerson

senior email 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
Responsys (RPL / Freemarket)
Campaign Development & Setup
Javascript / jQuery
Adobe Photoshop
Adobe Dreamweaver
Adobe Illustrator
Adobe Fireworks
Moveable Ink
Litmus & QA Testing

EDUCATION

Georgia Southern University
Bachelor of Science in
Information Technology, 2006

EXPERIENCE

FREELANCE / Email Developer (Remote)

Atlanta, Georgia | November 2019 - Current

- 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 using 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 / 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 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
- Assisted in maintaining a large website, while creating and producing image and developmental assets in a fast-paced environment

ENGAGE 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