

Tatiana Riestra

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Summary

Front End Developer / Email Marketing Specialist with excellent hand-coding skills (HTML/CSS) and expert knowledge of Wordpress, Woocommerce and Photoshop. Strong soft skills including creativity team work, critical thinking, bilingual and self-starter; experience with email marketing, website development, web design and graphic design roles.

Education

Bachelor of Science in Information Technology – Web Application Development

Kaplan University, September 2014, GPA 3.53

Associate in Applied Sciences in Business Information System Management – Web Programming

Rasmussen College, September 2012, GPA 3.88

Certifications

Google Analytics Certification - Completion ID: 7167263

Portfolio

<http://tatanariestraportfolio.com/>

Information Technology Skills

- Website Development: HTML, CSS, JavaScript, JQuery, Bootstrap, Wordpress, WooCommerce, Shopify, Dreamweaver, Microsoft Visual Studio
- Email Marketing: Sendinblue, Constant Contact, MailChimp, Email Merge Tags, CAN-SPAM compliance
- A/B Testing: Unbounce, Sendinblue
- Web Analytics: Google Analytics, Google Tag Manager
- Prototype & Wireframe: Adobe XD
- Database: SQL, SQL Azure, MySQL, Microsoft Access
- Microsoft Office: Word, Excel, PowerPoint, Microsoft Access
- Operating Systems: Mac, Windows 7, Windows 8, Windows 10
- Others: Zapier, SmartyStreets, Funnelytics, Twilio, Azure Search

Professional Experience

America Sunchine, LLC - Miami, FL

Web Developer

November 2016 – Present

- Produced wireframes, HTML code and CSS that contributed to user-centered design for company websites and landing pages.
- Responsible for updating and managing all company websites using Shopify, WordPress, Html and CSS.
- Responsible for site analytics and testing to drive growth for ecommerce KPIs.
- Develop HTML code and visual assets for email campaigns, online marketing and other digital promotions.
- Tested landings and email campaigns for optimization (A/B Testing).
- Manage automated lifecycle of all email and sms campaigns.
- Maintained Editorial Calendar based on homepage, promotions, and email content.
- Maintained sales spreadsheet with new sales and digital promotions.

TekPartners, a P2P Staffing Company – Coral Springs, FL

Email Marketing Coordinator - Contract Job at Carnival Cruise Line – Doral, FL

August 2016 – September 2016

- Prepared competitive analysis PPT with daily activities of competitor's websites and email campaigns
- Updated creative review PPT before meetings
- Cutting digital assets in Photoshop.
- Code landing page using HTML and CSS
- Updated Merchandising ICID spreadsheet based on changes at the homepage or mobile site
- Maintained Editorial Calendar based on homepage and email content
- Updated visual calendar after campaigns were sent
- Maintained sales spreadsheet with new sales and promotions

Circle Care Management LLC - Miami, FL

Webmaster / Marketing Manager

November 2014 – June 2016

- Produced HTML code and CSS for company websites and landing pages.
- Create, deploy and manage email marketing campaigns using HTML, CSS, Photoshop, Constant Contact and MailChimp
- Created mobile responsive templates for email campaigns
- Used merge tags to insert dynamic content into the email campaigns
- Report, track and analyze campaign performance proving success in strategies and ROI.
- Built responsive landing pages for marketing campaigns using HTML and CSS
- Integrated web forms with Constant Contact mailing lists for marketing campaigns
- Created web design material for company website and marketing campaigns

IWeb Solutions, Inc. - Miami Lakes, FL

March, 2014 – December, 2015

Freelance Web Designer

- Worked with small businesses to create and improve websites.
- Proficient with the creation, design, and maintenance of websites using HTML, CSS and PHP/MySQL.
- Familiar with home network design and configuration, including installation of productivity software
 - Created database
 - Installed WordPress
 - Website developed using Wordpress
 - Installed and configured MailChimp for marketing campaigns

Hidalgo Corp. - Miami, FL

September 2013 – November, 2014

Webmaster / Email Specialist

- Produced HTML code and CSS for company websites and retailers customers.
- Designed developed and implemented email marketing campaigns using HTML, CSS, Photoshop and MailChimp
- Created mobile responsive templates for email campaigns
- Used merge tags to insert dynamic content into the email campaigns
- Report, track and analyze campaign performance
- Created web design material for company and retailers customers using Photoshop and Illustrator
- Created magazines ads for company and retailers customers using Photoshop
- Maintained company website