

KELLY HILBERT

Frontend Developer

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Career Objective

Email Developer with experience building high-performing campaigns focused on user experience, accessibility and mobile responsiveness, seeking to grow technical skills, collaborate with experienced teams and continue to deliver engaging email solutions.

Technical Skills

- HTML | CSS | SASS | AMPScript
- Adobe XD | Figma
- Salesforce Marketing Cloud
- Litmus | Email On Acid
- Javascript | jQuery
- Github

Relative Work Experience

2022 - Current
Deluxe Corporation

Email Developer, Creative Services

- Utilize HTML and CSS code to produce high visibility emails deployed to 500,000+ recipients on a weekly basis
- Lead a team to evaluate and redesign business to business and business to consumer email templates with high functioning HTML and CSS code
- Extract customer analytics and data from Salesforce Marketing Cloud to identify improvement opportunities
- Produce 105% ROI compared to AOP for 2025 fiscal year in collaboration with the Marketing team
- Support Marketing team in achieving a 62% increase in customer reactivation through various targeted email journeys
- Lead QA and pre-deployment using Litmus, Email on Acid and Salesforce Marketing Cloud to ensure cross-client compatibility and deployment readiness
- Awarded Q2 Team MVP for driving key initiatives and consistently exceeding performance expectations
- Reduced average rendering issues from 3.75 to 1 per week

August 2023
Peter Anderson Co.

Web Developer, Freelance

- Redesigned and built portfolio website improving visual branding, usability, and mobile responsiveness
- Customized Wix templates with HTML/CSS and advanced design features to enhance user experience

Education

March 2021
Career Foundry

Front End Development Certification

May 2023
University of Colorado

Associates Degree