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## SKILLS

HTML

CSS

Email Development

Javascript

GWD

Campaign Management

Technical Support

RichMedia Development

## TOOLS & PLATFORMS

Salesforce Marketing Cloud

Mapp Engage

Coherent Path

Bluecore

DoubleClick Studio

DoubleClick Campaign Manager (DCM)

Adobe Photoshop

Microsoft Office

# Arjay Angeles

## Campaign Specialist / Email Developer

Versatile, efficient and hardworking with over 9 years of professional experience in the field of Digital Marketing/Advertising. Diversified skills include in-depth knowledge in Email Development, Salesforce Marketing Cloud, Campaign Management, Bluecore, Coherent Path, Technical Support, Debugging / Troubleshooting, Rich Media Development, HTML5, CSS3, JavaScript and Google Web Designer.

## WORK EXPERIENCE

### Campaign Specialist / Email Developer

#### DEG, a Merkle Company

11/2020 - Present

##### Duties and Responsibilities

- Build, proof, revise emails for standard newsletter/promotions as well as special projects.
- Complete quality assurance check on all campaigns.
- Manage, integrate and modify/update subscribers and create segmentation.
- Configure deployment to send initiation and traffic/monitoring for basic reporting.
- Deploy or schedule email campaigns to appropriate subscribers audiences.

### Campaign Manager / Email Specialist

#### Mapp Digital

07/2018 - 03/2020

##### Duties and Responsibilities

- Testing and editing / amending HTML/CSS email codes.
- Complete quality assurance checks on all campaigns. Ensuring best practice is met at all times.
- Manage and modify/update subscribers and deploy emails to appropriate subscriber audiences.
- Liaise with clients in order to relay any information, or solve queries.
- Ensure campaign requests are accurately and efficiently fulfilled within agreed timescales.

### Creative Ads Support / Rich Media Support

#### Cognizant Technology Solutions Philippines Inc.

09/2014 - 06/2018

##### Duties and Responsibilities

- Provide support via chat and email channel to Studio advertisers, creative agencies and individual clients with questions about HTML5 banners, Google Web Designer and DoubleClick Studio.
- Apply advanced troubleshooting techniques and resolves technical issues on creatives built in plain HTML5 and Google Web Designer.
- Provide templates and guide clients through implementation of DoubleClick components and custom solutions.

### Rich Media Developer

#### Wide-Out Workforces Inc.

06/2011 - 03/2014

##### Duties and Responsibilities

- Develops Rich Media ads using DoubleClick studio; worked with diverse Flash and HTML5 creatives, mainly Youtube mastheads and apply the site-specific specification.
- Perform pre-QA testing creatives before sending to Quality Assurance team; create notes concerning the tasks for Quality Assurance Specialist's reference.

## EDUCATION

### Baliuag University

#### Bachelor of Science Major in Information Technology

06/2007 - 04/2011