

# HELEN NAGLEY

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Motivated and customer-oriented Email Marketing/Web Developer well-versed in structuring, developing, and implementing emails, websites and landing pages. I have 8 years of experience with HTML Emails and over 10 years' experience with website and landing pages. I am a hard worker and passionate about the work I produce. I am legally authorized to work in the USA; I do not need any sponsorship/visa.

## SKILLS

- HTML Email development and testing
- Email KPI Reporting
- A/B testing
- Website/landing page development
- Content Management Systems
- SEO
- Quality Assurance
- Strong collaborative skills
- Great time management skills
- Detail-Oriented
- HTML 5
- CSS 3
- PHP
- CMS (WordPress, Squarespace, Google sites, Drupal, Workflow)
- Agile and Scrum
- Git and Github
- Photoshop and Illustrator

## ACCOMPLISHMENTS

### *Quality Assurance*

- Collaborated to create QA processes to increase efficiency and reduce new product roll out time.

### *Web Developer/Email Developer Training*

- Successfully and actively mentored, trained and supervised new email/web developers.

### *Completed moving from MailChimp to Activecampaign*

- Solved several issues in the current Email Service Provider (ESP) by initiating and completing a move to another ESP, which included new lists, automations, emails and workflows.

### *Added in an email welcome path*

- By adding a welcome email path, we increased email revenue by 30% a month.

## EMPLOYMENT HISTORY

### **MedBridge, Email Marketing Specialist**

[www.medbridgeed.com](http://www.medbridgeed.com)

Seattle, WA

04/2018— Current

- B2C Email Channel Owner and team lead.
- Design, develop and manage all B2C emails. Including email campaign templates/workflows, content/sales emails, email automations, and all ad hoc campaigns.
- Manage strategy and implementation of all ongoing and new automated/lifecycle emails.
- Manage email list growth targets, data, segmentation and list maintenance.
- A/B testing.
- KPI and reporting of all B2C emails.
- Design and code new marketing landing pages.

### **Helen Nagley, Owner - Contractor/Freelancer**

[www.helennagley.com](http://www.helennagley.com)

Seattle, WA

09/2012— Current

- Clients include: MedBridge, and Lightboard.
- Email Development and Deployment.
- Website building – Wordpress, Webflow, Squarespace

**Epsilon, Web Developer**

09/2015—05/2017

[www.epsilon.com](http://www.epsilon.com)*Dublin, Ireland*

- Website planning, development, QA, debugging and testing.
- Email Development and Deployment.
- A/B testing.
- CMS – Wordpress.
- Agile, Scrum, and Git environment.
- Image manipulation – Photoshop and Illustrator.
- Supported clients such as: Google, Dell, Jaguar/Land Rover, Epsilon Health, Tesco, Morrisons, Flagfall.

**3 Tier Logic, Web Developer**

01/2015—04/2015

[www.3tierlogic.com](http://www.3tierlogic.com)*Vancouver, Canada*

- Scala, Python, Angular, React, Backbone, Javascript, JQuery, HTML, CSS, Bootstrap, Demandware, Amazon services, Git and Github.
- Worked with Databases such as Silota and Mixpanel.
- Worked as part of a medium-sized organization helping to come up with new ideas for the product and build on existing code.
- Debugged and fixed previous features.
- Helped to come up with new ideas for the product and build on existing code.
- Scrum environment.

**(Contractor as part of Epsilon / Isobar)**

07/2012—10/2014

**@ Google Inc, Senior Web Developer***Dublin, Ireland*

- HTML, CSS, JavaScript (Grunt, Bower), Python (Django, Jinja2, Bottle), Ferris Framework, Git, Github.
- Developed HTML emails, landing pages and websites. I was responsible for the HTML development, optimization, testing and deployment of email communications to millions of recipients worldwide.
- Scheduled deployment of high value email campaigns and adhered to production schedules and deadlines for all communications.
- Management skills – Instructed, lead and helped new team members.
- Collaborated with clients and key stakeholders from all over the world. Developing emails and websites in over 25 languages while adhering to industry best practices and design standards.
- A/B testing.
- Bug tracking.
- Managed data, segmentation, and communication lists.
- Built complex logic and conditional statements.

**Isobar, Junior Web Developer**

07/2012—05/2013

*Dublin, Ireland*

- HTML Email and Website development.
- Worked alongside the designers, to produce the best product for the client.
- Website QA and testing.

**EDUCATION & CERTIFICATIONS****Dún Laoghaire Institute of Art, Design and Technology***Dublin, Ireland*

- BSc (Honours) in Multimedia Systems and Web Engineering