Victor Wu

Email Developer

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A detail-oriented email marketing specialist with over 8 years of experience crafting responsive and visually appealing email campaigns and landing pages that are dark mode friendly and drive engagement and conversions. Proficient in coding HTML/CSS, implementing personalization languages for various email platforms, and ensuring consistent email rendering across devices and email clients.

◆ SKILLS

HTML/CSS/JavaScript | Email Development / Marketing | Email Automation | Email Personalization | Oracle Responsys | Responsys Personalization Language | Luminate Content Template Language | Luminate Online | Blackbaud CRM | Raiser's Edge | Figma | Visual Studio Code | Adobe Photoshop | Adobe Dreamweaver | Monday.com

◆ WORK EXPERIENCE

Email Production Associate
Mozilla

11/2023 - Present

Achievements/Tasks

◇ Leverage Campaign Monitor and Acoustic to send advocacy and fundraising emails, and conduct A/B testing to assess their effectiveness.

◇ Utilize Salesforce Cloud Marketing CRM to generate reports to create suppressed or targeted lists.

◇ Employ Validity to ensure list hygiene, improve inbox placement rates, and conduct design tests effectively.

Email and Web Developer
The New York Times

07/2022 - 09/2023

Achievements/Tasks

◇ Seamlessly implemented email marketing tactics including creating complex **journey flows**, **segmenting of audiences,** and **A/B testing** using Oracle's Responsys and monitored reporting of campaigns. One successful implementation involved reconstructing a new flow for abandonment emails which netted an **increase in digital subscribers by 100%.**

◇ Created a comprehensive list **of both static and dynamic emails spanning across transactional and promotional categories to support dark mode, cross-email clients, and varying device viewports** with litmus support to better deliverability and user experience to **millions** of targeted audiences.

◇ **Automated** a multi-campaign email that required **30 creative price variants, split between 3 email campaigns,** and were dependent on specific user data leveraging **Responsys Personalization Language (RPL)**. The created email trigger ended up saving **28%** of development time.

◇ Spearheaded and built quality-of-life applications to encode base64 emails to HTML/CSS for R&D purposes and an **auto dark-mode email tool to save on development time and improve engagement/conversions.**

◇ Received super admin **Stensul certification.**

◈ WORK EXPERIENCE

Digital Marketing Manager
ORT America

02/2019 - 07/2022

ORT America is a non-profit fundraising organization dedicated to transforming lives through education and training in 40 countries.

Achievements/Tasks

◇ Produced mission-driven and donor-oriented **responsive emails in Luminate Online** and **web pages in WordPress,** leveraging **Email on Acid** and **BrowserStack** for quality assurance between multiple device viewports/platforms.

◇ Fully supported ORT America's **Blackbaud CRM**, along with managing UTM tracked emails that utilized **Luminate CMS Template Language or Luminate's own personalization language**, and donation support of **Blackbaud Luminate Online and iDonate**.

◇ Collected, and analyzed email metrics and KPIs, strategized in the segmenting audience, and planned send times of emails to **increase overall clickthroughs** by **33% and conversions by 12%.**

◇ **Promoted** from a contractor to a manager within 2 years for outstanding work and being directly involved in increasing the Key Performance Indicator for both web and email.

Co-Founder and Web Applications Developer
Traceroll

05/2018 - 05/2019

Traceroll's mission was to create an innovative canvas space as a collaborative and creative social media platform.

Achievements/Tasks

◇ **Launched an open beta MVP of an innovative social media platform** focused on whiteboarding creativity on an infinite canvas space, using MongoDB/Express/React/Node, that was accepted to Y Combinator School in the winter batch of 2018 which had a 28% acceptance rate.

◇ Created a curated web-based welcome journey for first-time users to Traceroll, increasing user engagement by 35%.

◇ Mobilized **SendGrid** to **send automated emails** regarding user account information and password resets to a consistent user base**.**

Jr. Web and Email Developer
EngenderHealth

12/2015 - 12/2018

EngenderHealth is a non-profit global organization committed to advancing sexual and reproductive health and rights and gender equality.

Achievements/Tasks

◇ Managed email campaigns in **Luminate Online CRM** including sending monthly emails to an average of 60,000 donors that encompassed a spectrum of donor and fundraising events.

◇ Crafted/Edited unique web pages/applications for critical events promoting women's sexual and reproductive health and rights.

◇ Reported and analyzed key performance indicators for both email and web.

◈ EDUCATION

Bachelor of Applied Science in Information Technology
Rochester Institute of Technology

09/2007 - 09/2013   *3.5*