

Chelcie White

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Skills

Programming: JavaScript

Developer Tools: Visual Studio, Yarn, NPM

Technologies: React, React Native, Redux, JQuery, JSX, HTML5, SCSS, Bootstrap, Reactstrap, REST, Git

Email: DKIM, SPF, DMARC, Photoshop, InDesign, Proficiency in Excel, HubSpot - Email Marketing Certified.

Language: Fluent in Spanish and English

Work Experience

Home Depot Pro

Email Marketing Specialist / Remote Contract / Feb 2021 - May 2021

Work with Email Service Provider (ESP) to build queries, automated programs, forms builds and dynamic content. Use ESP's RESTful API to pull and organize raw campaign data for the marketing team. Manage the daily/weekly reporting metrics using Acoustic, Tableau and Excel. Identify and communicate reporting needs.

Welltok

Email Marketing Specialist / Alpharetta, GA / May 2019 - September 2020

Responsible for monitoring email metrics and assisting with effective campaigns across different email clients and browsers. Actively monitor and analyze data with Excel and Python scripts. Hand-coded and troubleshoot HTML email templates with Adobe Dreamweaver. Proactively update and create email documentation with Adobe InDesign. Modified email assets with Adobe Illustrator and Adobe Photoshop. Ensure campaigns are delivered on schedule to meet strict deadlines.

Accomplishments:

- Manage 3 to 4 million healthcare marketing emails per month.
- Create custom email onboarding programs to optimize deliverability.
- Increase the average Open rate by 17% by targeting new audiences and removing inactive email addresses in collaboration with Account Managers.
- Reinforced Best Practices and developed KPIs which improved delivery rates from 68% to 96%.

ReviewPro inc

Customer Success Manager - Account Manager / Atlanta, GA / September 2018 - May 2019

Primary responsibility is to reduce churn rate and increase customer retention proactively. Daily responsibilities include initiating live webinar training sessions for hoteliers on key product functionalities while juggling multiple projects and providing technical support through phone and email for U.S and Latin American C-level clients. Create mobile-friendly Guest Satisfaction Survey layouts and stylesheets using HTML and CSS. Prepare internal product engagement reports to understand the buyer's journey and upsell when possible.

Accomplishments:

- Spearhead webinar training of product, increasing customer engagement, and up-selling.

Barracuda Networks

Technical Support Analyst / Alpharetta, GA / January 2018 - March 2018

Provided technical support for Email Security Gateway customers over email and phone. Successfully solved technical issues by troubleshooting through Linux command line. Proactively configured and managed SSL certificates to ensure email security.

Mailgun Technologies

Stretch Assignment - Customer Experience Manager / San Antonio, TX / June 2017 - December 2017

Primary responsibility is to retain and develop the top 250 high paying customers by proactively addressing pain points from C-level customers. Served as an escalation path for customer requests and technical issues; generated and maintained internal and external communication updates throughout the escalation process.

Accomplishments:

- Reduced first ticket response time from 12 hours to 1 hour.
- Increased customer satisfaction rating from 62% to 97% for the top 250 customers.
- Created guidelines for email optimization for both marketing emails and transactional emails that resulted in higher deliverability rates.

Mailgun Technologies

Application Administrator / San Antonio, TX / May 2016 - December 2017

Provided onboarding assistance to customers and technical support for email automation. Collaborated with developers by testing, documenting, and reporting potential design flaws with JIRA. Educated customers on Email flow and email security such as DKIM, DMARC, and SPF.

Rackspace

Customer Service Technician / San Antonio, TX / August 2014 - April 2016

Provided technical support for Rackspace and Microsoft email

Education

Associate Degree in Information Technology, Cisco

Hallmark University / San Antonio, TX / May 2013 - August 2014