

# Daniel Sivan

## Email Marketing Specialist

Creative, skilled web designer and email marketing specialist with 4+ years experiences in email design, email marketing, coding html for email, marketing automation, reporting and analytics, landing page, graphic & web design.

Seeking cutting edge employment in a growth position based on leading technologies.

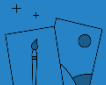
### Expertise



email marketing



responsive design



graphic design



web

### Skills

HTML for Email



Email Marketing Software



HTML5 & CSS3



Adobe Photoshop and Illustrator



Bootstrap



WordPress



### Contact

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sivanweb.com

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Toronto, Ontario

### Profile.

Trained in best practices for html email design and HTML usage for email. Proficient in Adobe suite, CSS3, and HTML5. Specializing in responsive design for microsities and landing pages with mass compatibility for mobile and desktop devices.

Skills include web design, graphic design, email campaign management, end-to-end email development, social media management, WordPress, Drupal, Joomla and a knowledge of variety of email marketing software tools (ESPs). Experience with bleeding edge html email techniques, including, fluid-hybrid design, kinetic email and AMP4Email.

Experienced in windows 9x, 8, 10, and office 365. Able to a thorough understanding of impactful marketing messages to grow lists and get clicks.

### Experience.

2016-2018

Email Marketing Specialist

Wired Messenger Inc.

- Converted PSD creative documents to email compatible html for high profile clients with focus on mobile devices and bleeding edge design.
- Developed multi-purpose and custom proprietary email template library for use by self-service clients in 'drag-n-drop' email editor.
- Led the transition of numerous clients' static width email campaigns to modern responsive design.
- Developed numerous 'kinetic emails' achieving a finalist position in emailmonks.com 2017 email design contest; mentions on freshinbox.com; and 2500+ views on Codepen for experimental design work.

2014-2016

HTML Email Developer

itracMarketer Inc.

- Performed psd to html conversions of client eblasts on a priority basis with a focus on quick turnaround time and campaign co-ordination.
- Created and delivered landing pages for marketing campaigns with an email focus, executing on multi-channel programs to prospect and grow subscribers.
- Refined internal concept documents and online branding strategies for, in addition to designing and delivering logo designs and other material.
- Acted as quality control for all html email compatibility, deliverability, segmentation lists, URLs and tracking codes.

2013-2014

Web & Graphic Design (freelance)

ABS Systems Inc.

- Developed concept documents and online branding strategy based on html5 web standards, for desktop and mobile.
- Created branding and SEO strategies. Including a variety of logos, concepts, and other graphic materials.

### Education.

2011-2013

New Media Web Design

Niagara College

- Completed over 600 hours of in-class and lab work with a focus on front-end and layout design, utilizing the latest software and design standards.
- Nominated as project manager participating with real-world community partners in project development.
- Learned business practices, time management, client relations, development practices, in addition to w3c industry standard