

# Daniel Sivan

## Email Marketing Specialist

Creative, skilled web designer and email marketing specialist with 3+ years experience in email design, email marketing, CRM, marketing automation, analytics; and general web design and development. Seeking cutting edge training and employment in a growth position based on leading technologies.

## Expertise



Responsive design



Web



Graphic Design



Email Marketing

## Skills

HTML5 & CSS



HTML for Email



Adobe Photoshop & Illustrator



Wordpress



Email Marketing Software



Bootstrap 3.0



## Contact

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## Profile

Trained in best practices for html email design. Proficient in Adobe suite, CSS3, and HTML5. Specializing in responsive design and html for email; coding emails with mass compatibility for mobile and desktop utilizing bleeding edge practices.

Skills include html5, css3, graphic design, social media management, javascript, jquery, wordpress, drupal, joomla and a variety of email marketing software tools, as well as html email using fluid-hybrid and responsive techniques, including interactive email.

Experienced in windows 9x, 8, 10, and office 365.

Able to utilize superior writing skills, knowledge of social media, and a thorough understanding of impactful marketing messages to grow lists and get clicks.

## Experience

2016 - present **Email Marketing Specialist** **Wired Messenger Inc**

- Converted creative documents to email compatible html for high profile clients.
- Developed proprietary template library for use by self service clients.
- Trained on in-house ESP and click tracking system.
- Led the transition of numerous static email campaigns to modern responsive design for better user experience on mobile devices.
- Performed training on responsive design and best practices.

2013 - 2016 **HTML Email Developer** **itracMEDIA Inc**

- Performed psd to html conversions of client eblasts on a priority basis with a focus on quick turnaround time coordinating numerous email campaigns using itmems 3.0.
- Created and delivered landing pages for use in marketing campaigns with an email focus, executing on multi-channel programs to prospect and grow email subscribers.
- Developed concept documents and online branding strategies for desktop and mobile, in addition to designing and delivering logo designs and other material.
- Acted as quality control for all email, segmentation lists, URLs and tracking codes.

2013 - 2016 **Web and Graphic Design (freelance)** **ABS Systems**

- 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

2010 - 2012 **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 industry practices w3c development for desktop and mobile.
- Elected project manager for real world client project, executing online learning modules, utilizing latest web standards.