

# Christopher Coronado

EMAIL DEVELOPER  
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## ABOUT

As a dedicated Email Developer, I thrive on turning creative visions into HTML and CSS reality. With a strong proficiency in translating designs into visually compelling emails and websites, I bring technical expertise to the forefront. Eager for professional growth, I actively seek opportunities to collaborate within a team environment. Having navigated the ever-evolving landscape of email development, I am well-equipped to contribute to innovative projects and remain at the forefront of this dynamic field.

## SKILLS

HTML5 | CSS3 | Javascript |  
SQL | SOQL | Amp Script  
|Handlebars.js | Salesforce MC |  
Iterable | REST APIs |  
Webhooks | Figma | Photoshop |  
Litmus | Email on Acid |

## EXPERIENCE

### **Under Armour** – *Email Developer (Remote)*

3/2023 - Current

- Played an integral role on the Global Customer Marketing Team, building and delivering ad-hoc & trigger-based communications that engaged consumers and drove long term retention.
- Leveraged Salesforce Marketing Cloud Personalization (MCP) to execute, maintain, and optimize customized email marketing campaigns through highly dynamic functionalities and custom recipes.
- Executed marketing and automated/triggered email campaigns to drive seamless consumer journeys via custom HTML/CSS coding, scripting, proofing, quality assurance, targeting and advanced scheduling.
- Developed and executed test plans that confirm accurate email coding and optimal rendering.
- Used custom SQL to target/suppress various data extensions that contained multiple versions within one deployment.

**Burrow**– *Email Developer (Remote)*

5/2022 - 3/2023

- Responsible for coding ad-hoc, transactional, and trigger emails using dynamic logic, closely working with the engineering team regarding Custom Events and JSON payload files.
- Developed a Master Snippet System in Iterable, that automatically switched all copy, subject lines, pre headers, and image assets (using Handlebars.js) in our Welcome Journeys and Abandonment Journeys based on whether in a sale period or non-sale period. Dramatically decreasing bandwidth and human errors.
- Tasked with creating a coupon generator that would assign unique promo codes, with set prefixes, to a user's profile to minimize promo code leakage.
- Worked closely with creative to build a uniform EDS (Email Design System) for a more standardized email development process. This drastically improved efficiency and minimized rendering issue on certain email providers with reuseable modules, pre-built modules.