

# Christopher Coronado

EMAIL DEVELOPER  
ONLINE PORTFOLIO: [HTTPS://CHRISCORONADO.DEV](https://chriscoronado.dev)

Houston, Tx  
(713) 305-3555  
[chriscoronado44@yahoo.com](mailto:chriscoronado44@yahoo.com)

## 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 | Marketo | Klaviyo | REST APIs | Webhooks | SMS | Stripo | Mailchimp | Constant Contact | Figma | Photoshop | Litmus | Email on Acid |

## EXPERIENCE

### **Under Armour**– *Sr. Customer Marketing Developer*

*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.
- As a North American Marketing team member, we not only understood GDPR and CAN-SPAM compliance regulations, but we also implemented filtering criteria prior to every deployment to ensure users were eligible for marketing messages.
- Used custom SQL to target/suppress various data extensions that contained multiple versions within one deployment.

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

10/2022 - 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.
- Deployed SMS messaging via ad-hoc blast and triggered journey workflows. Incorporated strict 2 step opt-in process to stay in compliance with CAN-SPAM.
- 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.

**Freelance**– *Email Developer (Remote)*

5/2019 - 10/2022

- Built one off email campaigns for various small business owners via Upwork, Etsy, and personal site.
- Used VS code to code blast emails and store snippets of reuseable modules.
- Experience using drag and drop editors like Mailchimp, Stripo, and Constant Contact, to build and export HTML emails.
- Worked with Email on Acid and Litmus to QA and render test across various email clients, to ensure accurate deployments for dark mode, mobile and outlook specific renders.

