

JOSHUA DAVIS

Email Marketing Specialist

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ABOUT ME

I am an email marketing specialist who focuses on building and managing email campaigns using various CRM and ESP software such as GoHighLevel Pro, Klaviyo, and Lemlist. I also build and test emails using HTML, CSS, and Litmus.

TECHNICAL SKILLS

- HTML, CSS, JavaScript, MJML, WordPress
- GoHighLevel Pro, Lemwarm, Lemlist, Klaviyo, Litmus, Testi@
- Visual Studio Code, Canva, Google Sheets, Google Docs, PowerPoint
- Youtube, Instagram, Google Analytics
- Fluent Spanish, Proficient French

SOFT SKILLS

- Team Management, Great Communicator, Adaptable, Hardworking, Resourceful

EDUCATION

Louisiana State University at Shreveport

- Bachelor of Arts in Political Science with a minor in Spanish

CodingPhase.com Email Development Course

- Learned the complete development process of HTML emails including design, coding, and testing for email client compatibility.

Hubspot Academy

- Email Marketing Certification

EXPERIENCE

Action Coach

Email Marketing Specialist (Paid Apprenticeship) June 2023-present

- Setup and manage email campaigns and automations in Lemlist and GoHighLevel Pro.
- Build and test emails using a combination of drag-and-drop editors and HTML, CSS, and Litmus.
- Manage list of approximately 1500 contacts in ESP's.
- Prepare PowerPoint presentations.

Saloma Foundation for the Advancement of Education

Freelance HTML Email Developer and WordPress Administrator September 2022-September 2023

- Design and build responsive, CAN-SPAM compliant HTML emails from scratch using HTML tables, inline CSS, and Microsoft conditionals.
- Test emails for quality assurance in Litmus and Testi@.
- Slice and optimize images in Adobe Photoshop and Canva.
- Maintain an ever growing email list of over 200 leads in Google Sheets.
- Setup automated campaigns in Klaviyo email service provider.
- Maintain content and troubleshoot issues on WordPress website.

Red Cross National Headquarters

Volunteer HTML Email Developer April 2022 - February 2023

- Hand-code emails using HTML, CSS, and media queries.
- Perform quality assurance on emails in Litmus and Testi@

Harrah's New Orleans

Table Games Dealer 2012-present

- Manage thousands of dollars worth of chips and legal tender.
- Provide outstanding customer service while utilizing game protection and demonstrating in-depth table games knowledge.
- Teach hundreds of guests how to play games according to rules, policies, and procedures.