Alexis V. Tamayo

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PROFESSIONAL SUMMARY

Email Developer proficient in font-end technologies, including HTML, CSS, and JavaScript, with a demonstrated ability to create engaging and visually appealing personal email templates. Experienced in utilizing jQuery, APIs, and SQL in web development, with eagerness to apply these skills to enhance email campaigns. Excited to expand my skill set by delving into automation, refining KPI strategies, and exploring ESPs, aiming to revolutionize email campaigns' impact.

PROFESSIONAL EXPERIENCE

Shift Manager/Barista Trainer | *Starbucks* | Plainfield, IL   2017-current

- Conduct performance meetings alongside store and district management to increase employer confidence and competence.
- Assist Store Manager with data analysis and data interpretation via Inventory Management System in regard to cash management, inventory, and customer connections.
- Ensure baristas are following standards, by coaching, to complete tasks efficiently and further develop skills.
- Maintained a stable atmosphere effectively providing seamless customer service during stressful situations.
- Trained new employees on company policies, routines, and positions by using company given resources.

EDUCATION

Coding Dojo | *Full-Stack Web Development Certificate* | Romeoville, IL   2022

- An immersive six-month Full-Stack Training Program in various Front-End languages, Python, and Java
- Spent 1000+ hours on intensive coursework through all phases of project development of full-stack applications including building, debugging, and deploying.
- Created various web applications with call-to-actions (CTA), engaging front-end imagery, and, dry backend software.   2017-2020

Lewis University | *Bachelor of Arts in Psychology with Minor in Natural Science* / Romeoville, IL

- Conducted research to analyze consumer preferences and possible trends
- Gathered and interpreted data to identify market opportunities
- Tailored marketing strategies to specific audience/customer segments after profiling target audience
- Analyzed the cognitive processes behind decisions and created marketing strategies that align with decision-making stages
- Conducted A/B testing to determine the most effective strategies.

SKILLS

- Conducted quality assurance (QA) testing on email templates through platforms such as, Litmus to guarantee rendering consistency across various email clients.
- Familiar with Email Service Providers (ESPs), email marketing platforms, and the CAN-SPAM Act.
- Understanding of email automation principles and their application in streamlining email marketing workflows.
- Proficient in SQL for database querying, data retrieval, and integration into email marketing strategies.
- Experience with using email frameworks, such as MJML, to create responsive email templates.
- Ensuring that email content is accessible by following accessibility standards.
- Undergoing Salesforce training, via Trailhead, to help manage customer data and measure effectiveness of email marketing efforts.
- Proficient in team management and leadership, with a focus on conflict resolution, effective communication, and customer service excellence.
- Demonstrated critical thinking abilities, enhancing problem-solving and decision-making processes.
- Exceptional attention to detail, guaranteeing accuracy and quality in all aspects of work.
- Adept at delegation and prioritization, ensuring tasks are completed efficiently.
- Active listening and empathy to understand and address customer and team member needs.