NATHANAEL PALENCIA

HTML EMAIL DEVELOPER

SKILLS

- HTML
- CSS
- Git
- Figma
- Javascript (ES6+)
- Email web development
- Agile Development

ABOUT

HTML Email & Front End developer with experience building professional emails and websites from the ground up. Able to complete projects efficiently and satisfy customers with attractive user-friendly experiences.

PORTFOLIO

WWW.NATEPALENCIA.COM

CONTACT

(862)-232-7930

natepalencia314@gmail.com

github.com/natepalencia

PROFESSIONAL EXPERIENCE

HTML EMAIL DEVELOPER
SIMPLE VISUAL | JAN 2023 - CURRENT

- Optimized email campaigns for Fortune 500 companies, refining code and design to maximize device compatibility and user engagement..
- Developed and optimized 100+ email campaigns per year, focusing on personalization strategies that enhanced customer engagement by 30%.
- Actively contributed to quarterly strategy meetings, providing actionable insights based on campaign data analysis that helped shape future email marketing initiatives.
- Collaborated effectively with cross-functional teams, including designers and developers, in an agile Scrum environment.

PROJECTS

STARBUCKS EMAIL

- Built a visually engaging promotional email for Starbucks, highlighting their rewards system with responsive design techniques.

TARGET EMAIL

- Built a promotional email for Target, featuring clickable links to website sections and a responsive design using HTML and CSS.

REDBUBBLE EMAIL

- Built a visually appealing promotional email for Red Bubble, highlighting their discounted pricing plan with responsive design techniques using HTML and CSS.

SHOPSPACE

- Built Shopspace, a modern and responsive landing page using HTML and CSS for a sleek and engaging user experience.

EDUCATION

CODING PHASE TECHNICAL INSTITUTE

Completed an intensive, hands-on training program led by industry experts, focusing on email development. Gained specialized skills in developing responsive and interactive emails for real-world applications.