

# Laura Russell

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## OBJECTIVE

Pioneer HTML Email Marketing Specialist seeks new growth opportunity.

## EXPERTISE

- Hand-code HTML emails with responsive HTML and CSS.
- Utilize email best practices, deliverability knowledge, and QA testing.
- Manage and schedule an email marketing calendar.
- Collaborate with cross-functional teams, such as Marketing, Creative, and Tech, by researching and communicating email issues leading to swift email problem resolution and successful campaign execution.

## KEY CAREER ACCOMPLISHMENTS

- Upon hire, dramatically improved email deliverability and reputation by introducing the importance of removing disengaged email addresses in target contact lists.
- Established responsive emails, as well as new email QA process in former place of employment.
- Reduced a former website's home and search pages by 38K utilizing minimalistic Web 2.0 coding practices.
- Helped reduce a complicated website's downloading speed by approximately 60%.
- Coded and scheduled over 280 CRM emails within first four months of hire. Set up these emails in: StrongView, Optimail, Mailchimp and Iterable ESPs.
- Trained freelance clients on enterprise email marketing platform called Silverpop.
- Designed and updated hundreds of small business websites via a proprietary web-authoring tool during the Web 1.0 era.
- Trained new-hire designers in company systems and favored Photoshop techniques.

## EXPERIENCE

### HTML CODER, EMAIL

Optum — Minneapolis, MN / Remote

Nov. 2023 – Aug. 2025

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### FRONT END PROGRAMMER, EMAIL

Outlook Amusements — Burbank, CA / Remote

March 2017– Nov. 2022

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### HTML EMAIL PRODUCTION SPECIALIST

Viking Cruises — Woodland Hills, CA

Dec. 2014 – Feb. 2017

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### HTML DEVELOPER

Snap at Idealab — Pasadena, CA

Aug. 2004 – March 2008

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### FREELANCE CLIENTS

- California State University Chancellor's Office
- Evite
- Fishhound
- Five Point Capital
- Globe Life
- Green Dot Corporation
- Kwanzoo
- Learner's Digest
- Post Haste Sound
- Southern California Gas Company
- Squabbler
- [TimCareers.com](https://www.timcareers.com)
- Weiser Creative
- The William Winter Institute for Racial Reconciliation
- X1

## EDUCATION

**Pasadena City College:** Design Media/Arts Foundation Certificate Program

**Los Angeles City College:** Film, Cinema Arts Certificate Program

**Indiana University:** Bachelor of Arts, English Literature

## SKILLS

Proficient HTML and CSS hand-coder. Email specialist. Email best practices. Email deliverability. Email scheduling. Contact list segmentation. Email QA. SendGrid, Iterable, Mailchimp and Responsys ESPs. Validity. 250ok. Email on Acid. Web design. Website development process. Creative process. IA, UI, and UX focus. Landing pages. Photoshop, Illustrator, and InDesign. jQuery. Adobe XD. WordPress. CMS skills. Moveable Ink experience. Microsoft Office and MAC OS. Basic CVS and UNIX commands. Learned in a WAMP environment. Photography experience. Typography experience.