

# Laura Russell

Tel: (323) 839-3809

Email: [lar.russell@gmail.com](mailto:lar.russell@gmail.com)

Website: [laura-at-large.net](http://laura-at-large.net)

LinkedIn: [linkedin.com/in/larussell](https://linkedin.com/in/larussell)

## EXPERTISE

- Hand-coded HTML emails and web pages with responsive HTML and CSS
- Basic web design and optimization following style guides
- Email best practices, deliverability knowledge, and QA testing
- Co-manage an email marketing calendar and campaign schedule
- Collaborate with cross-functional marketing, creative, and tech teams; research and communicate any issues; suggest resolutions for successful email campaign execution

## 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. Litmus. Web design. Website development process. Creative process. IA, UI, and UX focus. Landing pages. Photoshop, Illustrator, and InDesign. JavaScript friendly. jQuery. Adobe XD. WordPress. CMS skills. Moveable Ink. AEM DAM. Microsoft Office and MAC OS. Basic CVS and UNIX commands. Learned in a WAMP environment. Photography experience. Typography experience. Klaviyo and Shopify.

## KEY ACCOMPLISHMENTS

- Dramatically improved email deliverability and reputation by removing disengaged email addresses from the main company contact list, which increased open rates to 24%
- Established responsive emails and a new QA process to ensure email campaigns look good and work correctly in all screen sizes and platforms
- Reduced the files sizes of the website home and search pages by 38K
- Reduced the website download time by approximately 60%
- Coded and scheduled over 280 CRM emails within the first four months of hire, and then assembled and deployed these campaigns in StrongView, Optimail, Mailchimp and Iterable ESPs
- Trained freelance clients on the Silverpop enterprise email marketing platform
- Designed and updated hundreds of templated small business websites via a proprietary web-authoring tool
- Trained new-hire designers in company systems and favored Photoshop techniques

## EXPERIENCE

### EMAIL MARKETING SPECIALIST CONSULTANT

People of Leisure and Globe Life — Los Angeles, CA / Remote

Oct. 2025 – present

**DETAILS:** Using HTML and CSS, I hand-coded responsive HTML email campaigns for both companies. For People of Leisure, I also updated and designed their Welcome Lifecycle and implemented into Klaviyo. This work included collaborating with the owner of the company and another email marketing analytics specialist. I discovered a new affordable HTML email testing software during this time called Testi@ that I use for QA testing and debugging my email code.

The applications used on the job: Photoshop, Visual Studio Code, Testi@, Klaviyo, Shopify, and various A.I.

This is freelance consultant work.

---

### HTML EMAIL CODER

Optum, Inc. — Minneapolis, MN / Remote

Nov. 2023 – Aug. 2025

**DETAILS:** Using HTML and CSS, I hand-coded over 30 HTML email campaigns for Optum and UnitedHealth Group; one email usually expanded to 22 language versions. This work included collaborating with marketing stakeholders, QA testing, updates, and then implementing each email into a program called MarcomCentral for wider company distribution — it is like a large international company web store of various creative file products.

I also learned to construct dynamic print pieces, which involved basic FusionPro training. Side duties included regular updates of images and content to the Adobe Experience Manager (AEM), a cloud management system (CMS) and digital asset management (DAM) enterprise-level platform.

The applications used in daily workload: Microsoft Teams, Microsoft Outlook 365 for MAC, Adobe Workfront, AEM DAM, MarcomCentral, Adobe XD, Sketch, Figma, Photoshop, Litmus, Visual Studio Code, and FusionPro

This job was a temporary contract role.

---

### FRONT END PROGRAMMER, EMAIL

Outlook Amusements — Burbank, CA / Remote

Mar. 2017 – Nov. 2022

**DETAILS:** I hand-coded responsive HTML emails for two in-house company brands in a quick and changing environment. I optimized images for web use and created new images when necessary based on style guides. This work included collaborating with marketing stakeholders, designers, and the tech team, extensive QA multivariate testing, creating various test contact lists, updates, and campaign scheduling inside one of 4 email sending platforms (ESPs). I participated in warming up two new email IPs for both brands. I also maintained the public company website.

Software applications used daily: Microsoft Office, Microsoft Word, MAC, Basecamp, Airtable, Wrike, Monday, Slack, Photoshop, Illustrator, Movable Ink, SendGrid, 250ok, Strongview, Iterable, Optimail, Mailchimp, and WordPress.

This position was a full-time company role.

## EXPERIENCE continued

### HTML EMAIL PRODUCTION SPECIALIST

Viking Cruises — Woodland Hills, CA

Dec. 2014 – Feb. 2017

**DETAILS:** I hand-coded responsive emails in a team of four developers in a fast-paced environment. I optimized images for web use and created new images when necessary based on style guides. Every email had a connecting landing page, which we also created and scheduled using the Unbounce software tool; however, custom HTML, CSS, and JavaScript were necessary each time. Every campaign had American and Canadian versions. This process involved collaborating with marketing stakeholders, copywriters, graphic/web designers, and the web team. Other duties included QA testing, updates, and scheduling emails and landing pages inside Oracle Responsys.

Software applications: Responsys, Unbounce, 250ok, and Photoshop; Windows Environment

This position was a full-time company role.

---

### HTML DEVELOPER

Snap at Idealab — Pasadena, CA

Aug. 2004 – Mar. 2008

**DETAILS:** I was part of the front-end team of developers at Snap, a search engine website and application. Idealab fosters groundbreaking startups; Snap was created to compete with Google Search. My role was hand-coding the company website in the Web 2.0 style for HTML and CSS, then an emerging methodology; the entire front-end team had to learn the Web 2.0 method together. I also often got to use my web design skills while at Idealab on side projects. During my time here, I learned formal computer systems practices as I was generously mentored by the senior programmers who were part of this exciting era in tech.

Applicable systems and software: Windows, CVS, UNIX, TextPad, and Photoshop

This position was a full-time company role.

---

### FREELANCE CLIENTS since 2010

- California State University Chancellor's Office
- Evite
- Fishhound
- Five Point Capital
- Globe Life
- Green Dot Corporation
- Kwanzoo
- Learner's Digest
- People of Leisure
- Post Haste Sound
- Southern California Gas Company
- Squabbler
- 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