

JOSHUA S. BLAUVELT

Email Marketing Specialist/Front-End Web Developer

Email: josh@joshuablauvelt.com
Cell: 619.206.2594
joshuablauvelt.com

[linkedin.com/in/joshuablauvelt](https://www.linkedin.com/in/joshuablauvelt)
github.com/WebDevJoshB
twitter.com/WebDevJoshB

SUMMARY OF SKILLS

Email Marketing: Customer Relationship Management (CRM), Salesforce Marketing Cloud (SFMC), ExactTarget, Email Studio, Journey Builder, Content Builder, AMPScript, A/B Testing and Key Metrics Analysis, CAN-SPAM Rules, Litmus, BrowserStack, Quality Assurance (QA), Microsoft Excel

Tech: HTML5, CSS3, JavaScript, jQuery, Bootstrap, Git and GitHub, SQL, Relational Databases, Content Management System, WordPress, Search Engine Optimization (SEO), Google Analytics, Google Webmaster Tools

Design: Adobe Photoshop, Adobe Illustrator, Responsive Design

PROFESSIONAL EXPERIENCE

Freelance

Email & Web Developer

Remote Work

Jan 2005 – current

- Provide end-to-end website development, backend integration, hosting setup, WordPress templating and theme creation, website optimization, email automation, and ongoing site maintenance. Suggest and implement UI/UX improvements.
- Develop SEO strategies using Google Analytics and Google Webmaster Tools.
- Implemented redesign of Department of VA's Career site. Work included extensive HTML5, CSS3, and JavaScript ES6+ coding for the front end, Git and Bitbucket for version control, and some back-end ASP.NET C# development using an MVC pattern.

Concentrix (formerly Minacs)

Email Specialist/Front-End Web Developer II

Irvine, CA

April 2014 – May 2018

- Produced and edited personalized, advanced data-driven HTML/CSS emails and landing pages targeted to B2B and B2C audiences for clients such as Hyundai, Honda, Kia, Mazda, BMW, and Ford while keeping with brand guidelines.
- Collaborated with cross-functional teams to improve UI/UX and optimize performance increasing KPIs. Crafted and implemented responsive design approach from scratch, documenting process for all email templates, leading to an across-the-board 20% open rate increase on mobile devices.
- Employed Salesforce Email Studio, Journey Builder, and Content Builder for marketing automation, creating, deploying, and executing email campaigns, list management and audience segmentation, asset and template management, data extensions, and importing and exporting data as needed.
- Developed department-wide QA process utilizing Litmus and BrowserStack for quality checks and assisted in approval process for deployment. Created ad-hoc QA lab for testing on physical devices.
- Used advance knowledge of email platform limitations to code fixes that resolved layout issues and supported advanced design features and interactivity for more engaging customer experiences.
- Assisted in hiring of new team members. Trained and mentored two junior email developers while acting as point of escalation to resolve advanced issues.

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MyTelehealth Solutions, LLC.

San Diego, CA

UX Engineer

March 2012 – Aug 2012

- Designed prototypes exploring new design ideas to present to internal stakeholders using Photoshop for online healthcare portal focusing on usability and accessibility for elderly and special needs customers and their health care providers.
- Coded CSS- and HTML-driven layouts and assisted in maintaining Flash and ASP.NET based legacy products. Created UI/UX design guide for cross-functional teams.
- Lead efforts while part of an Agile team to create and analyze HIPPA compliant use case scenarios, and engaging consumer journeys on online platform.
- Developed trigger-based email campaigns, composing notifications with emphasis on clarity and conciseness.

PINT, Inc.

San Diego, CA

Web Developer/Coder Level II

Sept 2010 – Feb 2012

- Pixel-perfect static website and mobile development, CMS template creation and integration using HTML, CSS, JavaScript/jQuery, and PHP, while ensuring cross-browser, cross platform support and backward compatibility for legacy web technologies.
- Clients worked with included UCSD, Takeda, Kyocera, Nylabone, Omnicell, FEMSA, Santarus, Dudek, Featherlite Specialty, and California Health Institute.
- CMS work included Ektron, WordPress, and inhouse PHP-based CMS platform, and some template integration for Sitecore and Magento CMS systems.

Digitaria

San Diego, CA

Web Developer

Jan 2006 – March 2007

- Rapidly created both static sites and CMS templates using XHTML, pure CSS and CSS/table hybrid layouts, JavaScript, and PHP, and used command line interface (CLI) for Unix server administration.
- Utilized functional specifications and established coding practices to ensure highly optimized page load times and optimal search results.
- Clients worked with included NBC/Universal, KPBS, Qualcomm, TaylorMade/Adidas Golf, Invisible Children, and MIVA Small Business.

EDUCATION

Associate of Science, Computer Science

Costa Mesa, CA

Orange Coast College

Currently enrolled – June 2024

In progress: 32 units completed

Salesforce Marketing Cloud Email Specialist Certification

In progress: 29% prep/study track completed

Anticipated April 2022