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Emileigh Pawluk

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<https://epawlukdesign.com>

Professional Summary

Driven Email Marketing Specialist with 8+ years in a deadline-driven work environment. Knowledgeable in various ESP's and quick to learn new skills. Eager to create new ideas and contribute to a extraordinary team.

Computer Software Applications/Skills

- HTML/CSS
- JavaScript
- SQL Queries
- Adobe Creative Cloud
- Sketch
- CAN-SPAM Compliant
- SEO/SEM Best Practices
- Microsoft Office
- GIF Brewery
- SharedPDF

Online Software Applications

- WordPress
- Hubspot
- Salesforce Marketing Cloud
- EveryAction
- Orchard
- Blackbaud Internet Solutions
 - Convio Luminate
 - Raiser's Edge
 - Online Express
- ActiveCampaign
- EveryAction
- Neon
- Constant Contact
- EMMA
- MailChimp
- iContact
- Acceptiva
- Bloomerang
- SalsaEngage Labs
- Qgiv
- Classy
- Email on Acid
- Litmus
- Crazy Egg
- Google Analytics
- Litmus
- SendForensics
- Steelhouse
- Name.com
- Bannersnack
- Wistia
- Vimeo

Education

La Roche College

Bachelor of Science degree in Graphic & Communication Design
May 2011/Pittsburgh, PA

Work Experience

University of Pittsburgh

Email Marketing Specialist

April 2021 – Present

TrueSense Marketing

Web Developer II

October 2020 – March 2021/Warrendale, PA

Web Developer I

March 2019 – October 2020

Digital Marketing Designer and Front-end Developer

November 2012 – March 2019

- Uses Salesforce Marketing Cloud to develop, manage, and launch email marketing campaigns, develop landing pages
- Responsible for data and analytics, reporting, and metrics of email campaigns
- Several ESPs are used to complete roughly 13 campaigns/month, with audience sizes varying from 300 to 70k
- On a daily basis, use HTML/CSS/JavaScript to facilitate campaigns
- Email campaign audiences segmented by category - high-level, lapsed, sustainer
- Survey and quiz tools used for affirmational campaigns

West Virginia Continuing Legal Education

Multimedia Specialist/Graphic Designer

West Virginia University School of Law

March 2012 – November 2012/Morgantown, WV

- Used Constant Contact to execute basic email campaigns
- Responsible for updating, maintaining, and developing website
- Used video-editing software to produce high-quality DVDs and CDs to market and distribute to lawyers

Freelance Experience

Douglas Shaw and Associates

Freelance Email & Web Development

July 2021 – Present/Remote

S.D. & J. Battery

Freelance Social Media

July 2019 – Present/Remote

Professional Student Experience

Passavant Hospital Foundation

Freelance Graphic Designer – Probono

June 2010 – August 2010/McCandless, PA

Internship

USG Insurance

Graphic Design Intern

May 2010 – August 2010/Washington, PA