

Corrine Simmons

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Email Portfolio: <http://corrineelizabeth.com/portfolio/email-marketing/>

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TECHNICAL SKILLS / SOFTWARE

Windows OS	SALSA Donor Pro	Microsoft - Excel, Word,	Adobe – Photoshop, Illustrator,
Mac OS	Active Works	Power Point	InDesign, After Effects,
Linux OS	Storyline 2	WordPress	Premiere Pro, Dreamweaver,
HTML/CSS	Litmus	Acoustic (WCA/Silverpop)	Edge Animate
Autodesk Maya	Email on Acid	Salesforce -AMPscript	Moveable Ink

WORK HISTORY

Fifth Third Bank

Digital Email Marketing Developer | March 22, 2021 – Present

- Develop new and edit existing emails for B2C retail ad-hoc campaigns for multiple lines of business
- Use Photoshop to extract required assets and for email build design spacing
- Use HTML/CSS and AMPscript to create separate designs of a desktop creative and mobile creative
- Use AMPscript to create dynamic content and dynamic personalized strings
- Test and QA using Litmus

Direct Mail Assistant | July 2021 – Present

- QA proof various direct mail pieces for accuracy

Universal Orlando – TEK Systems

CRM Email Marketing Developer | February 27, 2019 – March 5, 2021

- Create brand standardized B2B&B2C email templates using HTML/CSS for Salesforce and Acoustic
- Continuously hold about five email projects at a time that can have multiple creatives per campaign
- Ensure accuracy / proof mock ups for email build
- Creating GIFs for email from pictures and videos by using Photoshop or EZGif or Movable Ink
- Participate in special projects helping CRM Strategist on creative editing using Photoshop or Quicktime
- Test email with the assets in Email on Acid for rendering issues in all clients
- Set up dynamic content for B2C and Automated campaigns in Acoustic
- Schedule and deploy emails in Acoustic and Salesforce with a peer in a timely and routine manner
- Perform other duties - help set up team birthday celebrations for TSAT
- Ability to manage, communicate and collaborate cross-functionally with other teams in the department, others that do strategy with partners and targeting who upload B2C segmentation

CRM Project Management Support | September 4, 2020 – March 5, 2021

- Attend meetings discussing department role's processes and documentation audit
- Responsible for helping plan and overseeing seven projects to ensure they are completed in a timely fashion and keep stakeholders informed the entire way
- Organize and track list of department process documentation that are completed and need created compiling of over 100

The Art Institute of Pittsburgh - Online Division

Adjunct Faculty | October 30, 2017 – March 8, 2019

- Perspective Drawing, Photoshop & Color Theory Courses

Touchstone Center for Crafts

Student Affairs Coordinator (Non-Profit School) | April 24, 2017 – May 18, 2018

- Provide support to students and faculty
- Core Responsibilities: Manage marketing data and assisted with marketing outreach, organize registration duties, plan lodging assignments, layout meal purchases, general administrative assistance, customer service, track donations, prepare and track deposits using Quickbook codes

Great Dane Trailers

Media & Graphics Specialist – eLearning Internship | January 18, 2016 - June 10, 2016

- Responsible for the design and development of traditional and interactive multimedia content for training presentations, video, and other electronic media used in our training programs.
- Create compelling content for a broad variety of e-learning collateral content (print and electronic) in support of company safety, OSHA, and training objectives

Gulfstream Aerospace Corporation

Multimedia Specialist – eLearning Internship | January 26, 2015 - August 31, 2015

- Project manage the scheduling, recording and editing of subject matter expert interviews
- Assist in the development of SAP training documentation created with Adobe Muse
- Create animated cover designs with Adobe Flash and Adobe Edge Animate

Gulfstream Aerospace Corporation

Marketing Coordinator Internship | June 2, 2014 - November 14, 2014

- Edit all email campaign templates with HTML to be a responsive design/mobile and tablet friendly. Perform email tests through Litmus to ensure responsive quality
- Ensure messages are sent in proper form and template, proofread emails for clarity, grammar, and spelling
- Ensure messages are delivered properly to prospects by creating and testing segmentations in Aprimo
- Manage, track and analyze direct and interactive data pulled from Litmus and Aprimo

EDUCATION AND CERTIFICATIONS

Master of Arts | Animation - *Savannah College of Art and Design*, Savannah, Georgia | May 2015

Bachelor of Science | Media Arts and Science -

Certificate | Applied Computer Science - *Indiana University Purdue University at Indianapolis*, Indianapolis, Indiana | May 2010

CUSTOMER SERVICE From June 2014 - August 2006 (*newest to oldest*): Hostess, **B&D Burgers** | Softlines, **Target** | Key Holder, **Leslies Pool Supplies** | Sales Associate/Floor Set Member, **Victoria's Secret** – Circle Center Mall | Computer Consultant, **IUPUI University Library** | Government Documents Department, **Notre Dame University Library** | Sales Associate/Floor Set Member, **Hollister** – Circle Center Mall | Receptionist, **That Hair Place** | Customer Service/Cashier, **Kroger**