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Top Skills

Art Direction
Graphic Design
Illustrator

Languages

Portuguese
Spanish

Certifications

Certificate of Computer Graphics

Julian Rodriguez

Associate Director - Email Production at WebMD
New York City Metropolitan Area

Summary

I'm a digital designer that works across all areas of email marketing with an emphasis in production and deployment. Platforms that I have used are, Mail Chimp, Responsys, Unica, Sales Force Marketing Cloud, Constant Contact, Adobe Campaign Standard, Ad-base and Campaign Monitor. My experience has allowed me to be very efficient in fast paced environments and to conduct excellent client relationships. I personally enjoy being part of a motivated team that is eager to be challenged.

Experience

WebMD

8 years 4 months

Associate Director - Email Production

May 2019 - Present (4 years 4 months)

New York, New York

Managing a team of 11 Developers. Helping them on their day to day.
Developing HTML emails and Launching Campaigns using Sales Force Marketing Cloud and Adobe Campaign Standard
Supporting and training offshore team and helping structure new processes

Associate Email Production Manager

April 2017 - Present (6 years 5 months)

10019

Email Production team lead in charge of troubleshooting, technical support, training, special projects, hiring.

HTML Email Producer

May 2015 - Present (8 years 4 months)

HTML Email Production, Responsive adaptation.

Setting up and deploying HTML emails with ExactTarget.

Salsa Urbana Radio

Web Designer/ Web Producer

January 2009 - Present (14 years 8 months)

Web Master, Email Marketing coordinator.

Owner of Latin Music Online Radio Station.

TAG

Front-End / HTML Email Developer

May 2013 - May 2015 (2 years 1 month)

75 Spring Street, 2nd Floor New York, NY 10012

HTML Email Developing and Responsive email adaptation.

Font-End Developing HTML5 / CSS3 Responsive layouts.

Sideways Inc

HTML Email Developer

January 2013 - March 2013 (3 months)

212 W 35th Street

HTML Email Coding and QC using Campaign Monitor.

Flash Banner Ad animation and Design.

HudsonYards

Head Interactive Designer

August 2010 - July 2012 (2 years)

30 Broad Street, New York, NY

Head Interactive Designer. CSR and Billing.

HTML Email coding for IBM using Litmus for cross platform/email client testing.

Flash Banner design for IBM/SHOWTIME/West Elm

Education

Hatchery Dev Shop

Fron End Dev · (2012 - 2013)

Noble Desktop

Certificate of Computer Graphics, Responsive HTML Email program · (2016)