

**Scott Souder St Augustine, Florida, United States 904.315.0518**

[scottsouder@yahoo.com](mailto:scottsouder@yahoo.com) [linkedin.com/in/scott-souder-69970028](https://www.linkedin.com/in/scott-souder-69970028) [www.ScottDSouder.com](http://www.ScottDSouder.com)

## Summary

In my professional journey, I am driven to join a dynamic creative team that enables me to push the boundaries of email design and code, along with leveraging my expertise and experience. With a natural ability to generate innovative and unique ideas, my relentless pursuit is to attain exceptional outcomes. I thrive on collaborating with fellow creatives, as it invigorates my skills and enhances my personality, underscoring the importance of fostering a positive and harmonious team environment.

## Experience

### **Email Designer for bswift - bswift Jun 2024 - Aug 2024**

As part of this organization's Marketing and Communications team, I supported the business by implementing, programming, and updating websites and emails for both the brand and its clients. While this role sat within the Creative team, I contributed to the entire Marketing and Communications department through a wide range of multi-channel campaigns tailored to the needs of the business, its clients, and their employees.

My responsibilities included posting articles on the website, working on new site architecture in WordPress QA, programming email campaigns in Act-On, and formatting client emails in Braze. I also created forms, landing pages, and email builds in HubSpot for the internal marketing team.

- Provided technical back-end support and programming in WordPress, Braze, HubSpot, Stensul, and Act-On
- Supported front-end design and content implementation across these platforms

### **Email Designer for Travelers - Corporate Systems Associates, Inc. Sep 2021 - Nov 2023**

- Responsible for coding, designing, and troubleshooting email communications sent by Travelers and its partners.
- Proficiently tweaked HTML/CSS elements within Salesforce Marketing Cloud to ensure consistency.
- Collaborated closely with project managers and vice presidents to determine the appropriate tone and voice for each communication.
- Updated assets for third-party email clients while preserving the integrity of the code.

### **Independent Business Owner - GRAPHICS & CODE HUB LLC Feb 2018 - Jul 2021**

- Engaged in diverse marketing projects, from designing brochures to developing WordPress sites.
- Skillfully adjusted CSS for multiple websites, enhancing their appearance with a clean and modern aesthetic.
- Collaborated closely with local clients, attentively listening to their needs, and working towards improving their business through effective print and web presence.

### **Web Developer / Graphic Designer / Email Specialist - Designs for Health Sep 2017 - Jan 2021**

- Took designs provided in Photoshop to build assets and code/test HTML for all communications sent by DFH using the Act-On platform.

- Test code via Litmus and various other methods to assure cross-platform compatibility.
- Worked with the marketing department and designers to complete and blast final emails.

**Senior Digital Designer @ Citi cards - Tonic3** Feb 2014 - Aug 2017

- Part of the internal agency called the "Creative Center of Excellence."
- Enhanced branding usage across all departments in Citi's portfolio.
- Worked alongside other designers to set a new tone of "creative" designs. Designed and implemented new email templates that helped consolidate and streamline the email creation process. Pushed the limits of all templates to bring a new and unique look while staying within branding and requirements.
- Redesigned all Citi and co-branded headers/footer across all email usage.

**Web Graphic Designer - Stein Mart** Jun 2013 - Feb 2014

- Primary eCommerce Web Designer for launching Steinmart's first e-commerce store, creating, implementing, and managing all creative elements on SteinMart.com and/or any of the Stein Mart related web properties.
- Producing both flat and interactive assets for our websites with an emphasis on overall branding, with the advertising department providing assets, and landing page refreshes, new microsite templates, email assets and other special projects as needed.
- Handled all day-to-day content entry and refresh of content via Stein Mart's custom Content Management System.

**Web Content Editor - Bethune-Cookman University** Apr 2013 - Jun 2013

- Bethune-Cookman University launched a new website. Responsibilities as Web Content Editor were to create and manage Digital content, ensuring the content is compelling and consistent across website in a fast-paced environment where shifting priorities are common.
- Build relationships across departments to meet internal stockholders' needs for content updates, rewrite as recommended by content enhancements.

**Web Tech - Palm Coast Data** Aug 2011 - Feb 2013

- Create custom graphics for content for email campaigns and find imagery to match when not provided by the client.
- Handle client supplied HTML or hard code HTML to work within PCDs CMS systems.
- Creating, test and blast out mass email packages for ISAM group when approved by the client.

**Creative Director - Inspection Depot** Mar 2011 - Jul 2011

- Solely responsible for all aspects of marketing materials for trade show booths to handouts given to inspectors trained at the facility.
- Handled all quotes and file preparation for all vendors while maintaining various office equipment needed to supply classroom booklets for training purposes.

- Collaborated with the owner, sales teams, and marketing department to implement development plans, launch online campaigns and refine existing online documentation.
- Conversion of a 500+ page State approved Wind Mitigation Manual from Word to InDesign.
- Designed and negotiated all aspects for a new trade show including a 10'x10' booth and supporting large format materials.

**Web Specialist - Advantus Corp** Mar 2007 - Jan 2011 (3 years 11 months)

- Main designer/developer for all aspects of e-commerce and web design across multiple sites, including setting up new ecommerce sites and responsible for site analytics reports for president and CFO including traffic monitoring, demographic, increase site traffic and online revenue.
- Designed marketing material and handled all product photography and touch up. Designed, developed, and deployed all HTML email campaigns for all company websites and partners. Created and configured product mockups and packaging.
- Reported directly to the marketing director and worked with sales, marketing, and I.T. departments on various projects as well as taking other projects on solo.
- Creation of main and multiple mini e-commerce sites from design to launch including product upload and reporting.
- Product photography/touch up and Package design.
- Created and maintained mailing lists within Constant Contact and other mass email programs.

**Graphic/Web Designer - Media Supply** Dec 2002 - Dec 2004

- Worked alongside of the Vice President to develop and maintain marketing strategies with web and print content. Created artwork for duplication/replication of CD-R/DVD-Rs and designed templates and production system to insure smooth workflow and less waste.
- Maintained website graphics, information, and updated as needed.
- Managed all DVD authoring and video conversions to produce instructional DVD/CDs. Also was responsible for marketing concepts, working with search engine positioning developers and web programmers to implement marketing strategies.
- Managed all incoming DVD authoring and video conversions
- Increased web traffic with pay-per-click and various marketing techniques.

**Education**

Kutztown University of Pennsylvania - Communication Design, Graphic Design  
1990 - 1992

**Skills**

Landing Pages • Corporate Branding • Email Design • Branding & Identity • Problem Solver • Web Pages • Design • Braze • Hub spot • Stensul • Adobe Creative Suite • HTML/CSS