

# BONNIE PREJEAN

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## EMAIL AND CONTENT MARKETING | MULTIMEDIA AND UX/UI DESIGN

Results-driven Email Marketing Specialist with a strong background in developing and executing high-impact email campaigns that drive engagement, conversions, and customer retention. Expertise in managing complex email programs across multiple business levels, including automation, segmentation, and A/B testing to optimize performance. Proficient in Marketo, HubSpot, and HTML/CSS, with a proven track record of creating compelling email templates, copy, and workflows that enhance brand messaging and customer experience. Adept at leveraging data analytics to refine strategies, personalize content, and maximize ROI. Skilled in collaborating cross-functionally to align email marketing initiatives with broader business goals.

## TECHNICAL SKILLS

- |                     |                          |                       |
|---------------------|--------------------------|-----------------------|
| • Email Marketing   | • Adobe Creative Suite   | • Campaign Management |
| • Content Marketing | • HTML & CSS             | • Customer Engagement |
| • UX/UI Design      | • JavaScript             | • Copywriting         |
| • Graphic Design    | • Microsoft Excel        | • Referral Programs   |
| • Multimedia Design | • A/B Testing            | • Interactive Design  |
| • Marketo           | • Automation             | • Infographics        |
| • HubSpot           | • Social Media Marketing | • PowerPoint Design   |
| • WordPress         | • Branding               | • Strategy Execution  |

## PROFESSIONAL EXPERIENCE

### Culligan Quench

2022 – Present

*Industry leader for subscription-based bottle-less water cooler solutions for offices and hospitality*

#### Email Marketing Specialist

- Manages diverse, complex email programs across all business levels, including the implementation of new Win-Back, Referral, Lead Refresh, and Inbound Inquiry engagement streams using Marketo.
- Develops and customizes email templates, copy, and automations.
- Tailors email strategy from A/B testing and campaigns to effectively target customer segments.
- Piloted a customer referral program with over 90 independent Field Sales Representative campaigns.
- Created interactive brand map for sales and customers to engage with product roadmap.
- Develops captivating social media content, incorporating video, animation, photography, and graphic design to unify brand voice for the brand coffee program.

### Drucker Labs, LLC

2021 – 2022

*Luxury CPG wellness brand producing liquid vitamin supplement*

#### Senior Marketing Associate

- Designed complete website UX/UI for new product launches, updating graphic elements, vector mockups, and photography.
- Managed all marketing materials, including banners, trade show flyers, and 20+ healthcare practitioner brochures, ensuring consistency and engagement in direct marketing.
- Managed all social media channels across LinkedIn, Facebook, and Instagram, with tailored content for each platform.

### Whataburger Restaurants, LLC

2016 – 2020

*Regional restaurant chain iconic in Texas, with more than 800 locations in 10 states*

#### Multimedia Designer

- Produced dynamic creative assets for internal teams including Business Architecture, Strategy Design, Strategy Execution, and Restaurant Opening Center.
- Standardized corporate design style, including icons, annual project planning workbooks, and templates, enhancing visual consistency and brand guidelines.
- Lead discussions across various departments within the company to align on and then provide PowerPoint templates, graphics, project storyboards, and infographics to support project communications with senior leadership.

## EDUCATION

Bachelor of Fine Arts - Digital Design | Tarleton State University

## CERTIFICATIONS

UX/UI Design Specialization | Graphic Design Specialization | *California Institute of the Arts*

The Language of Design: Form and Meaning | *California Institute of the Arts*

HTML, CSS, and Javascript for Web Developers | *Johns Hopkins University*

Brand Management: Aligning Business, Brand and Behaviour | *University of London*

Scaling Operations: Linking Strategy and Execution | *Northwestern University*

## PROFESSIONAL AFFILIATIONS

Alpha Phi Omega Service Fraternity (Alumnus)