STEVEN ROBINSON

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OBJECTIVE

I am actively seeking an opportunity to work in an environment where the breadth of my skill and experience can be best put to full use. I have over 20 years of work experience in the fields of web site and software development, web design, email marketing, e-commerce administration, social media, documentation, testing, and personnel training; along with a thorough knowledge of many of the most current tools for the execution of the duties associated with this role. My skill set includes extensive experience in the following areas, and more:

Web & Multimedia	Digital	Communication
● Website Design	● Image Editing	● Email Marketing
● Website Development	● Photography	● Technical Writing
● E-Commerce Administration	● Presentations	● Newsletters
● Project Management	● Banners	● Logos & Letterhead
● Personnel Training	● Video Editing	● User Guides
● QA/UA Testing	● 3D Modeling & Printing	● Training Manuals/Videos

PROFESSIONAL EXPERIENCE

Oct '21 to Present
Email Marketing Developer; *Polaris Industries, Inc. (1 year contract)*
Responsibilities at Polaris: On a daily basis I code highly dynamic responsive email messages for many of the Polaris brands. Each email message is coded in HTML, CSS, and with the Liquid scripting language for use in their legacy email marketing platform - Drip.com. I also code dynamic content with AMPScript, as the team migrates to the Salesforce Marketing Cloud platform. All email projects are tested across multiple email clients by way of Email on Acid. Project management is maintained via Jira. I use Photoshop on a daily basis for all related image editing, exporting to JPG and PNG file formats, creating animated GIF images, etc.

May '19 to Aug. '21
Front-End/Email Marketing Developer; *Alliant Insurance Services*
Responsibilities at Alliant: Email Marketing - on a daily basis I coded responsive email messages and landing pages, configured campaigns, forms, segments, custom objects, and shared lists, managed image and file assets, and compiled analysis reports. Web Development - I updated various web sites in a variety of CMS platforms, including SharePoint ECM, Umbraco, Wix, and WordPress. All email functionality was tested extensively by way of Litmus.

Jan.'16 to Feb. '19
eCommerce Configuration Management Lead; *Arbonne International LLC*
Responsibilities at Arbonne: Managed the team that was responsible for development, implementation, and administration of Arbonne's global eCommerce platform. Facilitated gathering of configuration requirements. Identified configuration conflicts and worked with stakeholders to develop solutions. Performed initial tests of new and modified configurations prior to promotion to production environment. Provided production support for diagnosing and resolving eCommerce related issues. Maintained configuration items, baselines, and project artifacts using Arbonne's configuration management repository. Regulated the change process so that only approved and validated configuration changes were implemented in production. Wrote SQL queries to extract data, compiled price export lists, created schemas and stored procedures for reports. Coded HTML, CSS & Javascript for content layout. Coded JQuery for the WalkMe functionality in Salesforce CRM and eCommerce site. Coded responsive and adaptive email marketing templates for implementation by way of Salesforce Marketing Cloud (aka ExactTarget). Project management and collaboration by way of Basecamp.

PROFESSIONAL EXPERIENCE (continued)

June '15
to Dec. '15

Front-End/Email Marketing Developer; *NYX Cosmetics (6 month contract)*
Responsibilities at NYX Cosmetics: Email marketing - responsive and adaptive coding of marketing messages, development of auto-response email messages and templates (for Demandware triggers, Bazaarvoice, etc.), editing graphics, distribution of all email marketing campaigns by way of Salesforce Marketing Cloud (formerly ExactTarget), contact list management and segmentation, e-Commerce management of content for the B2C website by way of Demandware CMS, Project management and collaboration by way of Basecamp.

Nov. '14
to June '15

Digital Media Specialist/Web Application Developer; *MagnaFlow*
Responsibilities at MagnaFlow: Website admin and coding of multiple consumer-oriented websites (HTML, CSS, JavaScript, ASP, SQL, PHP, MySQL, etc.), content management of digital assets for web, print, and dealers, e-commerce management of products for B2B and B2C websites, email marketing (coding, editing graphics, contact list management, and distribution of all email marketing messages), video/Audio management (filming/recording and editing for multiple platforms), project management, personnel training, and more.

Sept. '10
to Nov. '14

Sr. Web Designer/Developer; *Dell Software*
Responsibilities on the Digital Marketing team at Dell Software: Front-end design and development for various corporate web sites (HTML, CSS, JavaScript, JQuery, XML, XHTML, creation of web graphics: product images, product tours, layout designs, functional mockups, etc.), project management, documentation of business requirements and user stories, administration of user access rights for the CMS and related processes, creation of personnel training materials (procedure documentation, training videos via TechSmith Camtasia, and I was the instructor for all web related training sessions), QA/UA testing, and more.

Jan. '08
to Sep. '10

UI Designer/Developer; *Kelley Blue Book*
Responsibilities at Kelley Blue Book: Design and development of graphic user interfaces for web- and pc-based applications. I took business goals and needs from conception into the full development cycle using Agile development methodologies. This included the creation of wireframes and functional prototypes.

Sept. '07
to Dec. '07

Web Developer; *Young & Rubicam, Inc.*
As a contract developer for one of the largest advertising agencies in the world my duties included: Creating/editing graphics and multimedia, coding (HTML, XHTML, ASP, JavaScript, PHP, MySQL, etc.), Flash development, creation of static and dynamically-driven content pages, and more. A primary focus was in updating various client websites on a daily basis (e.g. www.landrover.com), other sites on an as-needed basis. In addition, I created and distributed HTML- and text-based broadcast email messages regularly.

Nov. '03
to June '07

Web Administrator/E-Commerce Manager; *Purpose Driven Ministries*
As the web site administrator/developer and e-commerce manager for Purpose Driven Ministries my responsibilities included: Developmental support for the PurposeDriven.com and Pastors.com websites (administration of e-commerce content for over 4,000 active SKU's, site maintenance and updates, graphics, layout, HTML/ASP code, Javascript, etc.), management of data and records within the SQL2000 db, development/management/distribution of email Marketing (HTML and text format), multimedia development (generation of Flash content - marketing banners, audio and video editing, etc.), procedural documentation, personnel training, and much more.

PROFESSIONAL EXPERIENCE (continued)

Dec. '00 to April '03 | **Webmaster;** *Shimano American Corporation*
As Webmaster for the World Wide Web Development Team my duties focused on support and development for numerous corporate web sites. I was responsible for: Managing server configurations, developing database-driven web site functionality, creating and editing web graphics, editing web-destined product images, generation of Flash content, managing email lists (broadcast messaging), and more. These responsibilities entailed extensive HTML and ASP development, graphics development and editing using Adobe Photoshop, Adobe Flash development, SQL2000 database configuration and support, hardware maintenance, testing and debugging, log file analysis, etc.

EDUCATION

Sept. '83 to Jun. '90 (non-continuously) | **University of California;** *Santa Barbara*
Major: Biochemistry/Molecular Biology

Aug. '93 to Oct. '94 | **Saddleback College;** *Mission Viejo*
Major: Computer Science

APPLICATIONS, PLATFORMS, & CODING LANGUAGE KNOWLEDGE

Adobe Creative Cloud Suite (Photoshop, Dreamweaver, Premiere Pro, Flash, Illustrator XD, Acrobat), Amazon Vendor Central, Articulate Storyline 2/Studio 13, Asana, Basecamp, Bazaarvoice, Bootstrap, ConstantContact, Demandware Business Manager, DOS, Drip, Drupal, Email on Acid, Google Analytics, JetForm Design, Jira, Joomla, Magento, MailChimp, MarketTraq, Microsoft CMS, Microsoft IIS, Microsoft Office (Access, Excel, FrontPage, PowerPoint, Word, SharePoint), Microsoft SQL, Microsoft Visual Studio, Oracle Eloqua, Oracle Business Intelligence, ASP .NET, HTML/HTML5, CSS/CSS3, MySQL, PHP, JavaScript, JQuery, JSON, YUI, Liquid, AMPScript, Salesforce, Salesforce Marketing Cloud, TechSmith Camtasia Studio/SnagIt, XML, WalkMe, WordPress, Umbraco, and more.

SKILLS

Web Development (10+ years), Email Development (10+ years), Web Design (10+ years), Ecommerce (10+ years), Configuration Management (10+ years), Project Management (10+ years), Photography (10+ years), Photoshop (10+ years), HTML (10+ years), HTML5 (10+ years), CSS (10+ years), CSS3 (10+ years), Digital Media (10+ years), Technical Writing (6+ years)

RELEVANT URLS

www.stevenrobinson.com | www.linkedin.com/in/stevenkrobinson | www.instagram.com/inetimaging/