



# JENI MCGUIGAN

## EMAIL DEVELOPER

### Profile

I am a qualified and professional email developer with eight years of experience in designing, coding, and troubleshooting email code. Strong creative and analytical skills. Team player with an eye for detail.

### EXPERIENCE

#### EMAIL DESIGNER      AWeber | Feb 2013 - Sept 2022

- Design, coded and managed email and landing page templates for our global template library
- Create complex email templates with mobile responsive functionality for clients and our internal marketing team
- Apply best practices in email development, email marketing, email compliance regulations, accessibility, mobile responsiveness, and email deliverability
- Subject matter expert across departments and mentor for other email developers
- Pushed boundaries of our platform to integrate AMP for Email
- Resolved any template troubleshooting tasks with expert knowledge (platforms, HTML, rendering)
- Created documentation of email best practices, training, and video tutorials internally and externally

#### MARKETING VOLUNTEER      Stray Cat Blues | ONGOING

- Define and develop the email and social media content to drive awareness, improve engagement, and drive donations

#### INTERIOR DESIGNER      La-Z-Boy | 2009 - 2012

- Advised client on interior design factors, such as space planning, layout and use of furnishings and color coordination
- Exceeded yearly/quarterly sales expectations while providing excellent customer service

 610-704-5637

 jeni@mcguigan.page

 535 Lawn Ave., Sellersville, PA

 mcguigan.page

### EDUCATION

#### MASTER OF INFORMATION SYSTEMS

University of Phoenix  
2011 - 2013

#### BACHELOR OF FINE ARTS

Arcadia University  
2004 - 2008

### SKILLS

- HTML/CSS/AMP
- Javascript
- Version Control: Git
- Wireframe Creation
- Email Marketing
- Adobe Suite
- Figma
- Litmus Certified
- Creativity
- Problem Solving

*Thank you!*