

JILL R. FOLEY Marketing Manager / UX Designer / Front-End Developer

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BACKGROUND

I am a seasoned professional with a unique combination of development expertise, design proficiency and extensive digital marketing experience. I specialize in creating highly personalized automated marketing campaigns gleaned from nearly two decades working in the email marketing landscape.

EMAIL/DIGITAL MARKETING SKILLS

- Salesforce Marketing Cloud / Exact Target, Yesmail, Mailchimp, HubSpot, OpenText CMS, Wordpress, Google Analytics, Webtrends Analytics, Litmus, Return Path.
- Marketing Automation, Journey Mapping, Targeted Email Marketing, Digital Strategy, Lead Generation, Revenue Generation, Campaign Development.
- Ecommerce, Data Analysis, Social Media Marketing, Audience Segmentation, A/B Testing, SEO.

TECHNICAL AND CREATIVE SKILLS

- **Web Development:** HTML5, CSS3, JQuery, JavaScript, Sass, AMPScript, Actionscript. SQL Certified.
- **Responsive Web Design:** Bootstrap, Skeleton, Foundation 3, Cross Browser/Device Agnostic Development, Media Queries, Interaction Design, Requirements Gathering, Usability Testing.
- **Design:** User Experience (UX) Design, Wireframing, Rapid Prototyping. Adobe Photoshop, Illustrator, InDesign, After Effects and Multimedia Design.

EXPERIENCE

2020-
pres. **International Marketing Automation Manager**, Roche Diabetes Care, Indianapolis, Indiana

- Generate email and marketing automation strategy by providing thought-leadership, best-practice sharing and education gleaned from nearly two decades of growth and evolution working in the email marketing and marketing automation landscape.
- Responsible for supporting Global and Affiliate stakeholders on tactical execution of data-driven campaigns and automated customer journeys using Salesforce Marketing Cloud (SFMC) and Salesforce CRM in order to meet customer needs and drive engagement with electronic communications.
- Brand Ambassador and Primary Content Developer, using best-practice, cross-platform compliant coding for all electronic communications sent from SFMC, expanding on a library of shared templates all built to common standards for Global consistency and ease-of-use.
- Technical Liaison between Global Marketing and IT to ensure Marketing Cloud initiatives that require IT support are properly prioritized and regularly monitored through completion.
- Provide leadership in audience segmentation efforts within the automation and CRM systems to align with strategic priorities, drive more relevant & personalized content, and maintain the sender reputation.
- Measure campaign effectiveness and make recommendations for data-informed improvements in order to increase customer engagement and optimize results.
- Manage Marketing Cloud system set-up and required user access training for Global privacy and email compliance for GDPR and CAN-SPAM – this includes ensuring the custom opt-out script functions correctly and all communications include proper disclaimer / unsubscribe options.

- 2019-2020 **Associate Marketing Manager**, Roche Diabetes Care, Indianapolis, Indiana
- Support global affiliates automated marketing initiatives by creating synchronized audiences using automation activities and SQL queries as entry sources for triggered journey sends.
 - Assist in the creation of responsive emails using best-practice, cross-platform compliant coding and make recommendations to global affiliates to improve effectiveness of digital marketing initiatives.
 - Provide email and automation education, training and thought leadership to internal marketing teams in order to meet business objectives.
 - Expand library of shared global content and pre-built content blocks so affiliates can quickly and easily develop effective, branded messages to support a variety of communication goals.
 - Measure effectiveness of campaigns, provide insights and make recommendations for increased customer engagement.
- 2015-2019 **Salesforce Marketing Cloud Competency Manager/UX Developer**, Fusion Alliance, Cincinnati, Ohio
- Engagement:** Roche Diabetes Care (2017 - 2019)
- Develop responsive emails from design files using best-practice, cross-platform compliant coding, that are built as custom Salesforce Marketing Cloud Content Builder templates/modules.
 - Develop code to create GDPR-compliant dynamic, custom opt-out landing page and resubscribe script using SQL automations and AMPScript for encrypted/tokenized environment.
 - Serve as Salesforce Marketing Cloud technical support SME for Enterprise and Global affiliates.
 - Support ecommerce launch by designing and developing responsive transactional emails in Salesforce Commerce Cloud; ensure emails meet multi-client rendering specifications.
 - Support Journey Builder and automated marketing initiatives.
- Engagement:** Fidelity Investments (2015-2016)
- Create dynamic emails using Salesforce AMPScript proprietary scripting language.
 - Develop cross-platform, responsive email templates and content modules.
 - Use Litmus/Return Path pre-flight tool to ensure rendering meets exact requirements of 20+ email clients.
 - Responsive landing page development and QA testing.
- 2014-2019 **Front-End Web Developer/Digital Designer**, Freelance, Cincinnati, Ohio
- Design and code high-end, high-quality responsive websites and emails for numerous brand-name clients, including Bloomberg Businessweek, GQ, WIRED, Variety, FRAM, Jergens, The New Yorker, Kroger.
 - Design wireframes and mock-ups, and working prototypes including all interactive elements. Develop in Bootstrap and Skeleton front-end frameworks.
 - Design and animate ad campaign graphics for national campaigns.
 - Maintain and update websites in various CMS clients including iApps, Wordpress and Joomla.
- 2016-2017 **Sr. UX Designer / Design Lead**, Access Financial, Cincinnati, Ohio
- Create rapid prototypes for A/B and multi-variant testing to improve the UX of target lead segments and improve actionable elements, information architecture, design, content and lead conversion rates.
 - Design landing pages and micro sites for targeted marketing campaigns.
 - Design and develop device agnostic responsive emails and digital assets for ecommerce store launch.
 - Redesigned high-traffic online application to improve mobile usability and reduce abandon rates.

- 2013-
2014 **Sr. Digital Marketing Manager/Front End Developer**, New Track Media, LLC, Cincinnati, Ohio
- Design, develop, and maintain webpages for new and existing circulation marketing initiatives.
 - Design and develop mobile optimized emails using CSS3 media queries and responsive design.
 - Design high impact web ads for e-commerce storefronts, social media and electronic newsletters.
 - Strategize product and promotional offerings to increase sales and subscriptions.
 - Report and analyze results, provide data, and make recommendations to optimize future campaigns.
 - Increased ecommerce revenue by 52% YOY by recommending and deploying mobile optimized emails.
- 2008-
2013 **Manager, E-Marketing Services/Web Designer**, Touchstone Investments, Cincinnati, Ohio
- Design and develop visual and functional elements of websites and HTML emails.
 - Develop wireframes and visual concepts as part of the information architecture process to determine page layouts, interactive elements and navigational flow for websites. Focus on UI/UX and responsive design.
 - Design artwork, mobile apps, illustrations, animations and banner ads.
 - Manage projects for web and electronic marketing by drafting plans, establishing measurable outcomes, coordinating resources and monitoring progress.
 - Identify opportunities for new digital initiatives, increased efficiencies and expense reduction.
- 2004-
2008 **Web Marketing Consultant**, Western & Southern Financial Group, Cincinnati, Ohio
- Develop and design email communication and electronic/print sales support materials. Compose web copy and create site layout designs. Develop web graphics for multimedia use.
 - Maintain content for multiple websites, make frequent enhancements to better support sales team and coordinate new initiatives with IT department.

PORTFOLIO

Visit my portfolio at JillRFoley.com

EDUCATION

B.S., Business Management, December 2001, Pennsylvania State University