

Eric Azinger

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I can wear many hats and manage multiple projects. I'm flexible and can be a leader as well as lead. I'm looking for a situation that will take my decade of project management, production, web development and QA, and put me in a position where I can make a true impact on the bottom line.

Areas of expertise:

Management:

- Digital production – the overseeing of assets and talent from technical design feedback to temporal product deployment
- Project management – from a small full-time team to outsourced talent
- Web property management – design, spec and coordinate front end assets and talent as well as oversee site maintenance and back-end programming
- Technical writing – specifications, MRD's, RFP's, budgets

Technical:

- HTML5
- CSS3 positioning and page layout. Adaptive / responsive design for both email and page
- JavaScript, jQuery, AMPScript and RPL
- MJML, HTML and email coding and best practices
- Email test and preparation tools such as Litmus, Email on Acid
- ESP solutions such as SilverPop, MailChimp, YesMail, StrongView, Exact Target, Eloqua and Responsys
- Interactive publishing services such as Scene7
- Intelligent content providers such as Movable Ink and Brightcove
- Issue and Job tracking applications such as Jira, Basecamp, Sharepoint and Workfront
- Template systems such as Smarty and Freemarker
- Git, SVN, Visual Source Safe, and other source control systems
- SEO/SEM – Offpage/Onpage, content manipulation and Google sitemaps
- Dynamic page languages and architectures such as PHP, Zend, CakePHP
- MySQL and flat file databases
- Drupal, Wordpress, and other Content Management Systems
- Statistical reporting and analysis tools such as WebTrends, SiteCatalyst
- Graphics production, Photoshop

Professional Experience

Amazon | August 2022 to August 2024

Project/Program Manager, Sr. Email Developer, Offsite & Prime Marketing

- Campaign creation, email development, push notification development & QA.
- Used conditional logic in JSON to ensure proper handling of content & personalization.
- Managed personal tasks from hand off to schedule. A member of a team that took sales from \$250M to 1B.

Ebay | June 2019 to August 2022

Design Engineer/Technologist, Front End Developer

- Used custom Email Platform to author emails from an existing "client Message Studio" component library.
- Used conditional logic to ensure proper handling of content across various sending scenarios and triggers.
- Tested and troubleshoot email rendering issues.

Independent Freelancer | June 2019 to March 2021

Digital Developer, Project Manager

- Independent freelance developer coding email templates, modules and performing Ops.
- Working for companies such as First Republic Bank, Vituity and Capella University.
- Working for agencies such as Creative Circle, 24Seven, Apex and APN.

Oracle | May 2020 to June 2022

Senior Developer

- Coding for prototypes using CSS and HTML to produce custom templates and modules.
- Use of Responsys and Freemarker technologies.
- Dynamic HTML content.

The North Face | December 2017 to May 2019

Senior Email Developer, Marketing Operations Specialist

- Coding, proofing and scheduling campaigns using Responsys Interact in both Classic and EMD.
- Development of new promotional full bleed layout.
- Geo targeting, dynamic content, STO, MVT, Supplemental data, Filter designer.

Walmart Global eCommerce | July 2012 to October 2016

Software Engineer

- Template programming with responsive design including full bleed for tablet and mobile, as well as email production. Blast, transactional, trigger, registry and custom HTML email templates.
- Custom HTML modules for walmart.com, responsive content and page media.
- Internal support of email technical issues for the email marketing team and other departments requiring development assistance.
- Internal support as well of the GEC and their partners, custom HTML solutions, coding and development.

One Kings Lane | July 2011 to January 2012

Email Marketing Manager

- Technical production of email communications. Daily, weekly, and TTF emails.
- Job maintenance and monitoring catch and release in a Flash email environment.
- Exact Target scheduling, template maintenance, mobile phone alerts.
- Manage deliverables from multiple sources and locations.
- Quality assurance of templates, code(AMPScript and UTM), Seed tests and schedules.

SolutionSet | September 2008 to July 2011

Digital Production Manager

- Technical production and hands on management of internal and external talent.
- Custom template design for HTML emails, landing pages, and websites.
- Built and deployed assets for such clients as ATandT, eBay, American Express, and RadioShack.

Previous clients include on24.com, Autodesk, ION music, World Institute on Disability and InfoWorld Magazine.