

Customer Communications Group (2014 to present)

Email Deployment Specialist

Extensive use of Responsys to deploy email campaigns for KeyBank, Inc. Creation of landing pages and email production for CareCredit.

Richmond American Homes (2008 – 2014)

Online Graphic Manager (2012 – 2014)

Responsible for maintaining consistent branding and messaging across multiple deliverables, such as online special offers, email campaigns and Flash banners. Also responsible for directing and managing online creative personnel. Participated in monthly campaign strategy and strategy review. Duties included designing emails and newsletters, art directing online materials, supervising execution of design, and tracking designs' success; accountable for email quality assurance and link accuracy; managed 36 different email designs weekly, up to forty Flash banners a month, and bi-monthly National promotions and Realtor sweepstakes.

Accomplishments

- Took the initiative to expand Richmond's ExactTarget email result reporting by offering year-over analysis, subject line analysis and frequency analysis
- Developed workflow for email campaigns and corresponding website offers
- Created and hosted quarterly presentations concerning the state of Richmond's email program
- Assumed many Marketing Specialist duties such as weekly reporting of lead generation and sales
- Maintained email service provider white lists by offering unsubscribe and unique complaint insight
- Sustained a 23% click-to-open ratio with consumer emails, substantially above the 4% industry standard

Senior Online Designer (2010 – 2012)

Responsible for mentoring new designers and assisting them with brand consistency and email best practice, and for training designers on Richmond's content management system, Tridion. Created, coded and tested many new email designs while emphasizing focus on responsiveness. Creation of website landing pages and microsites; designed Flash banners and special offer Flash theaters for Richmond's website. Collaborated with the Account and Copywriting teams to build emails that drive traffic to Richmond communities. Used Flash, Tweenlite and Actionscripts 2 & 3 to build online banners for sites like Realtor.com and Zillow.com. Designed components for Richmond's sales center touchscreens.

Accomplishments

- Created one of the most successful emails in Richmond American's history, with a 61% click-to-open ratio
- Simplified and streamlined the email template process, enabling quicker turn around times for email drops
- Increased the number of emails dropped by 20% year-over-year

Online Designer (2008 – 2010)

Extensive use of Tridion, Richmond American's enterprise content management system. Created multiple special online offers that appeared on Richmond American's website. Responsible for producing numerous emails and other electronic marketing collateral in a timely fashion.

Additional Experience

Contract and self-employed:

Aquent Marketing and Creative Services

2004~2008 Design, digital and print production

Ice-O-Matic

2007~2008 Illustration, design

Standard employment:

Neve's Uniforms & Equipment

2001~2004 Senior Graphic designer

D3 Agency

1997~2001 Production/Digital artist

For additional contact and information, or to view portfolio, please visit perrysudduth.com