



JOSE OZAETA

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www.joseozaeta.com

661-718-5447

TECHNICAL SKILLS:

- * Email Marketing Strategy
- * Google Analytics
- * Web Analytics/Reporting
- * Email Service Provider
- * Litmus/Email on Acid
- * HTML/CSS
- * Graphic Design
- * Image Manipulation
- * Wireframe/Mockup
- * Audio/Video Editing
- * Adobe PhotoShop
- * Adobe Illustrator
- * Adobe Dreamweaver
- * Adobe Premiere
- * Adobe InDesign

PROFESSIONAL SKILLS:

Bilingual English and Spanish speaking, Detail oriented able to manage time-sensitive projects simultaneously. Accustom to performing in deadline-driven environment. Have excellent problem-solving skills and love technical challenges.

EXPERIENCE:

KERN AN OMNICOM AGENCY

Feb 2019 - Aug 2020

Manage large scale email marketing campaigns from development to execution. Build HTMLs using pre-existing templates with updated assets. Responsible for the day-to-day execution of email set up in ESP (Email Service Provider) including list builds, scheduling emails or creating flows and any other required configurations. Build lead capture forms and landing pages to support acquisition goals. Troubleshoot technical issues related to HTML templates, list segmentation, email opt-outs and other aspects of email execution, as required. Analyze past and current email campaign performance.

AMAWATERWAYS

Oct 2015 - Jan 2019

Digital Marketing Specialist, responsible for the development of digital content (ranging from emails, digital graphics, audio/video editing, website, landing pages, and analytics). Develop, evaluate and oversee the implementation of A/B testing, Drip campaigns and protocols, and procedures. Assist with all aspects of email marketing operations. Measuring and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs).

POWER BRANDS

May 2014 - Sep 2014

Intern web developer responsible for developing landing pages and full websites. Building and maintaining responsive websites using HTML, CSS, JavaScript, PHP and Wordpress. Browser and usability testing for quality assurance.
www.powerbrands.us

EDUCATION:

THE ART INSTITUTE OF CALIFORNIA - HOLLYWOOD

Web Design & Interactive Media - Bachelor of Science - June 2014

ITT TECHNICAL INSTITUTE - SYLMAR

Visual Communications - Associate Degree - September 2011