

ELENA BARRIO

EMAIL MARKETER | DEVELOPER
NEW YORK, NY

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EXPERIENCE

NEXTGUEST DIGITAL NEW YORK, NY

AUG 2017 - JUNE 2020

Junior Front-End Developer

- Maintaining and improving over 400 client websites including Hard Rock Hotels and Viceroy
- Working with design and marketing teams to update email marketing efforts for more engagement
- Developing responsive emails that work seamlessly for all devices using tools including Marketo, MailChimp and Constant Contact

INDAGARE NEW YORK, NY

AUG 2016 - AUG 2017

Front-End Developer

- Developed responsive HTML email templates
- Revamped company's email marketing efforts and increased average open rate of the company newsletter by 18%
- Made updates to company's WordPress website

SERINO/COYNE NEW YORK, NY

JUN 2014 - JUL 2015

Front-End Developer

- Designed and developed websites for Broadway productions using the Concrete5 CMS.
- Designed and developed HTML emails

THE CEMENT BLOC NEW YORK, NY

NOV 2013 - MAY 2014

Front-End Developer

- Development of websites for pharmaceutical clients
- Updates and maintenance on iPad applications
- Designed and developed HTML emails

SKILLS

DEVELOPMENT - Email, HTML5, CSS3, JavaScript, jQuery, WordPress Theme Development

DESIGN - Adobe Photoshop, Adobe Illustrator, Logo Design, Flyer Design, Illustration

LANGUAGES - Spanish (Fluent)

EDUCATION

COLLEGE OF CHARLESTON CHARLESTON, SC

JUNE 2011

Bachelor of Science

Double Major Business Administration & Hospitality and Tourism Management

CERTIFICATIONS

INBOUND MARKETING CERTIFICATION HUBSPOT

MAY 2020