



# NANCY GOODMONSON

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## Skills

### Technical Development

HTML5, CSS3, JavaScript  
Responsive Web & Email  
Site administration, FTP  
Salesforce Marketing Cloud  
Acoustic, Unica, WCA  
Tridion, Sharepoint  
Email on Acid, Litmus  
Mail Chimp, Campaign Monitor  
WordPress  
Adobe Creative Suite:  
Illustrator, Photoshop,  
Dreamweaver,  
InDesign, XD, Premiere Pro  
Microsoft Office:  
Excel, Word, PowerPoint,  
Audio/Video editing  
Quickbooks  
PC and Mac OS  
SEO, Google Analytics  
Social media  
UX/UI

### Design

Typography  
Color Theory  
Grid Structures  
Wireframes  
Print and Web  
Photo styling

### Business Administration

Analytics  
Collaboration  
Negotiation  
Presentation  
Project Management  
Agile  
Marketing

## Experience

*Universal Orlando, Orlando, FL*

**Email Specialist, Associate Digital Content Producer** May 2021 - present

Develop, publish website, app, and email content (B2C, B2B, international sites, mobile) in partnership with MarTech, Creative, business partners, & stakeholders with various content management systems  
Build out emails to specifications provided by creative, marketing, legal  
Collaborate as founding member of cross-departmental Agile team to expedite time-sensitive web content updates

**Email Developer**

*July 2018 - Feb 2021*

Develop, code, test, deploy responsive emails to 25+ million contacts utilizing Salesforce Marketing Cloud, Exact Target, Unica, & Acoustic/WCA  
Create, implement dynamic content for B2B and B2C campaigns ensuring brand consistency, developed template/component systems  
Collaborate with CRM, Strategy, Targeting, Global Marketing Analytics teams & management to ensure best practices, deliverability, high conversion rates

*Encsite.com, Orlando, FL*

*Dec 2014 - June 2018*

**Front-End Web Developer, Web Designer**

Design & develop responsive websites and emails in HTML5, CSS3, & JS  
Skilled in WordPress and Bootstrap development  
Manage and deliver high-quality, creative projects under budget and ahead of schedule  
Experienced in client/vendor negotiations, project management, and marketing

*Creative Circle, Fort Lauderdale, FL*

*Oct 2016-Mar 2017*

**Web Developer, Web Designer, Email Coder**

Design and code responsive emails using HTML, CSS  
Front end development in HTML, CSS, JavaScript, JQuery, and WordPress  
Design print and web marketing materials in Adobe CC

## Education

The Art Institute of York, PA - 2014

Diploma: **Web Design & Development**

University of Wisconsin, Madison

B.A. Majors: **English Literature and History**