

KYLE KERLEY

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EDUCATION

Marquette University, Class of 2006 | English: Writing Intensive Major

EXPERIENCE

Top Floor Technologies [July 2014 - present]

Front End Developer

- Lead Wordpress and Front End developer; mentor to junior developers
- Concept, design, build and maintain mobile-friendly, interactive websites for numerous clients using Wordpress, Drupal (6, 7, 8), ModX, and X-Cart.
- Create pixel-perfect, fully-functioning HTML prototypes for a number of large clients for them to drop into their own custom CMSes.
- Work very closely with a small, close-knit team of designers and backend developers.
- Led initiative to create a curriculum that all developers must follow and pass successfully before working on servers (Sass, jQuery and Git)
- Create responsive email templates for a number of clients, including Shorewest Realtors, the largest home seller in Wisconsin.
- Provide my email expertise to help give quotes for a number of emails and email-related projects; trained the Creative team how to properly design for emails (both responsive and desktop).

Yesmail/Infogroup [July 2013 - July 2014]

Web Developer

- Built bullet-proof, high quality, responsive/mobile-ready emails for numerous clients from the ground up and ensured they worked correctly across the board using Litmus
- Built and QA'd emails for all branches of Hewlett-Packard's massive email marketing department until they left at the end of April 2014. I was in charge of ensuring emails render properly across the board and were built to HP's strict standards.
- Also worked on Marriott, Sport Chalet, Lands' End, Intel, Silver Star Brands, Darden Restaurants and VSP by troubleshooting issues, building daily/weekly campaigns and creating new responsive templates from scratch.
- Part of a very large team of other developers, Email Managers, Account Managers and VPs to keep things moving swiftly through the large, complicated process on very compacted timelines.

e-Dialog (now eBay Enterprise Email) [January 2012 - July 2013]

Campaign (Support) Specialist

- Played a dual role on self-service clients (Campaign Support Specialist [CSS]) and full-service clients (Campaign Specialist [CS])
- As a CSS, I acted more as a technical resource for system issues/questions, doing platform training and troubleshooting random campaign-related issues (rendering problems, list issues, etc)
- As a CS for full-service clients, I managed the campaign process from concepting the campaign to working with the Creative department to get designs prototyped to working with the client on choosing (and modifying) one of the concepts to building out, proofing, QAing and ultimately deploying the campaigns. Every piece of the email campaign process was in my court.
- Ran various SQL queries against client databases to pull information and/or highly-specific lists of recipients based on provided criteria

Merkle, Inc. [June 2010 - January 2012]

Interactive Campaign Manager [November 2011 - January 2012]

- Took my knowledge of both of Merkle's email platforms (Knowledge Mail and ExactTarget) to the clients to help better set expectations for what would be possible for emails and to set realistic timelines
- Worked with clients and the Email Development team to produce high-quality, standards-compliant email campaigns
- Was the primary point of contact for clients with day-to-day needs and acted as liaison to the Email Developers

Email Developer [June 2010 - November 2011]

- Member of the team responsible for taking HTML/sliced images and importing it into our custom tool for deploying email messages, then ensuring that all variables have been properly setup and any dynamic content is being correctly pulled through
- Learned and mastered ExactTarget's email creation/deployment process and custom scripting language AMPScript to send high quality, extremely dynamic messaging for Royal Caribbean
- Created, QA'd and deployed email marketing messages that reached anywhere from a few hundred to many millions of customers for numerous high-profile clients

Direct Supply, Inc. [March 2005 - November 2006; July 2008 - June 2010]

Web Content Developer II [July 2008 - June 2010]

- Used Adobe Flex Builder 3 pro to create a new tool for easier fabric swatch viewing and sample ordering on the website
- Lead developer on a large-scale SharePoint site used for external customers to track progress of open construction projects
- Point person for all mass email creation/execution through Lyris
- Helped create/design/launch the corporate website and new corporate visual standards for all web-based properties and led up the project to rebrand all existing websites while consolidating everything under the www.directsupply.com umbrella domain

Web Content Developer Intern [March 2005 - November 2006]

- Maintained existing content management system, updating product pages, creating various guides and promotional pages for sales/new products/etc.
- Lead a massive project based in SharePoint 2003 with the goal of archiving all of the marketing department's flyers and other pieces.

WHITTMANHART [June 2008 - July 2008]

XML Developer (Temporary contractor position)

- Built and QA'd the XML back-end to the Flash application for the Harley-Davidson 2009 Motorcycles website containing stat/informational data in 8 different languages for each of the motorcycle models and all associated accessories/features/add-ons for each.

Assurant Health [November 2006 - June 2008]

Web & Technology Designer

- Lead project to integrate a new search engine into the existing MS CMS 2002 intranet system. Was point contact for customer areas and IT.
- Was point contact for team of eleven Technical Writers and either solved their intranet problems or worked with IT to solve them.