

# Danny Nixon

## Email Marketing Specialist

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Dedicated email marketing specialist, graphic designer, and web designer focused on results-driven strategy implementation in the home decor industry. A background utilizing platforms such as Shopify, Zaius, Activecampaign, and Attentive. Experience with social media ad design and e-commerce web design. Exceptional collaborative skills in remote and in-person environments.

## Experience

### Email Marketing Manager & Specialist

*iMarket Solutions, Inc. (2021 - Present)*

- Leading a team of 4 specialists
- Organizing recurring meeting rhythms to align on team priorities and project statuses
- Leading departmental initiatives and prototype products
- Developing strategy for 18+ clients on a monthly and quarterly basis to align with business goals and KPIs
- Designing email campaigns adhering to best practices for deliverability across email service providers and devices
- Generating and presenting monthly reports on lead KPIs
- Implementing segmented campaigns
- Copywriting and quality assurance

### Graphic Designer & Web Designer

*Smallwoods (2018 - 2021)*

- Developed Email and SMS marketing calendars
- Created automated campaign journeys
- Designed creative for Email and SMS campaigns
- Developed written content for Email and SMS campaigns
- Scheduled email campaigns through Zaius
- Developed audience segmentation
- Collaborated with production and customer service departments to coordinate new product releases and promotional content

## Software & Skills

- Zaius
- Activecampaign
- Adobe Creative Suite
- Clickup
- Asana
- HTML & CSS
- Shopify
- WordPress
- Project Management
- Time Management
- Collaboration

## Education

TSTC Waco

*Associates Degree in Web Design  
and Development*

TSTC Marshall

*Associates Degree in Multimedia  
Publishing Technologies*