



tim curtis

Email Marketer, Designer, Coder, Writer, Digital Problem Solver

[860.604.1646](tel:860.604.1646)

hello@thisistimsresume.com

thisistimsresume.com

Education

2004-2008

University of New Haven

Bachelors of Arts Music and Sound Recording

Experience

ActivTrak

June 2022
- Present

Email Marketing Manager

As ActivTrak's Email Marketing Manager I lead the email marketing program, writing and developing all email content. While at ActivTrak, I've learned Marketo, and have implemented new email templates and personalization strategies into the email program.

GO

June 2019
- June 2022

Marketing Automation Manager

I was the creative and technical leader of a growing Marketing Automation department at GO, responsible for all things automation and email. I lead a rotating cast of designers, copywriters and coders, while acting as a client facing contact and strategist.

GO

Jan 2018
- June 2019

Interactive Designer

I was GO's first dedicated interactive designer, working under the interactive director. I spearheaded the onboarding of GO's marketing automation department, responsible for email development and design while learning to work as a strategist and lead developer.

Timothy Curtis
Design

Aug 2013
- Present

Freelance Designer/Marketer

Created designs for local businesses, startups and non-profits as an external marketing and design consultant. Built websites, print materials and a variety of emails, marketing materials (writing and design) and research, photography and consulting.

Dornenburg
Kallenbach
Advertising

May 2015
- Jan 2018

Web/Graphic Designer

At DKA I worked as the primary web designer and developer and occasional print and branding designer. I worked on projects and retainer work for some major Connecticut non-profits, municipalities, the State of Connecticut and small - medium businesses.

For a complete list of work experience visit thisistimsresume.com

Community & Recognition

Connecticut Art Directors Club - Board
Sep 2018 - May 2020

Connecticut Art Directors Club
Gold Award

Ad Club of Connecticut
PIWorld.com

Certifications

SharpSpring
Certified User
Advanced User

HubSpot
Email Marketing
Inbound
Inbound Marketing
Content Marketing

Software & Skills

Expert
Most Major ESP's
HTML/CSS
Adobe Creative Suite
Sketch
SharpSpring
Zapier
Wordpress
Shopify

Proficient
PHP
Javascript
Liquid
HubSpot
SalesForce
SalesForce Marketing
Cloud
Marketo
Google Data Studio
Concrete CMS



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100 Words About Me

Experienced Email Marketer and Marketing Automation Specialist and paper airplane enthusiast

Business Minded

Client facing strategist, and versatile self taught designer/coder

Creative

Started in marketing as a designer and print, packaging, web, UX/UI, art direction

Technical

I'm a coder and front end developer

Writer

Have written 100's of email campaigns in industries ranging from health club software, to pet food, and bulk solids processing

Strategic

Planned and executed 100's of digital campaigns from media, to automation, and reporting

If you are looking to build your email program, or deliver higher-quality better-designed campaigns this year, **let's talk.**

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After more than 10 years of learning, designing, thinking and problem solving, I've got some tricks up my sleeve to bring to any team. I've worked for everyone, from high profile non-profits to manufacturers, retailers, billion dollar companies and small startups. I've come into my own as an email designer, writer, coder and strategist, planning and executing automation campaigns and promotions.

I'm comfortable presenting to a room of people, managing a team, or putting my head down and getting the job done.



Instructions

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