

Stephen Provenzano

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Professional Summary

I have more than 11 years experience in email development and design. I've enjoyed providing my skilled work to some of the largest brands across many sectors. My eye for design and deep understanding of email client compatibility combined with my habit of building repeatable systems, give me the edge in providing the highest quality results that can easily scale with demand.

Skills

- HTML, CSS, JavaScript, Handlebars, Jinja, Liquid
- Email client compatibility, dark mode quirks, Outlook quirks, and responsive email layouts
- Adobe (Photoshop, Illustrator, XD), Figma
- Render testing / QA, Litmus, Email on Acid, Testi.it
- Marketo, HubSpot, SFMC, Mailchimp

Work Experience

Creative Development Manager

Digital Pi, a Merkle Company | 6/2021 - 2/2026

- Manage submission process and documentation for client and internal development requests.
- Manage daily intake and assignment of development requests, based on team member workload and skills, collaboration between team members.
- Weekly meetings with team members to discuss workload and resolve any roadblocks or work friction.
- Support task completion when needed based on team workload.
- Continue to lead development, demos, client training, and documentation on Digital Pi's FLEX email template framework.

Developer (Email and Web)

Digital Pi, a Merkle Company | 10/2017 - 2/2026

- Manage, update, and document the FLEX email framework for Marketo.
- Marketo email template development.
- Marketo landing page development.
- Marketo form customization.
- JavaScript development.
- Graphic design for internal marketing projects and clients

Email Development Specialist

FulcrumTech, LLC | 9/2016 - 10/2017

- Coding responsive emails, render testing, and mobile optimization.
- Set up one-off, automated, and triggered campaigns within SFMC, Marketo, DotMailer, Listrak, and Mailchimp.
- Worked on node.js email development application using Sass, HTML, Handlebars.js, Juice.js (css inlining tool), and multiple libraries to assist in automation and maintenance of email templates.

- Assisted in developing landing pages on the internal Wordpress site.
- Research and development on improving email compatibility.

Senior Responsive Email Developer

AutoLoop (Now Affinitiv) 5/2014 - 7/2016

- I was responsible for bringing responsive email template capabilities to our offering.
- Established an email development framework for the email development team.
- Established the internal QA process for the email development team.
- Utilized Litmus, Email on Acid, and live devices for testing.
- Trained design department on designing for email, considering email client compatibility.
- Interacted with proofing and QA departments to ensure the highest quality.
- Documenting, testing, and applying new practices and techniques for supporting multiple platforms, mobile, and desktop.
- Documenting and testing interactive email functionalities, and working with the design team on implementation requirements.

Education

Self-taught | 11 years of real-world experience.

Certifications

Email Marketing

Hubspot Academy

Marketing Tools: Automation

LinkedIn

Salesforce Marketing Cloud Email Specialist

Salesforce