

# JILL R. FOLEY

## SR. CRM & AUTOMATION MANAGER, UX DESIGNER, FRONT END DEVELOPER

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### BACKGROUND

I am a strategic and diversely skilled marketing leader with a unique combination of developmental and technical expertise, digital design proficiency and extensive project management experience gleaned from two decades working as a technical manager on CRM and lifecycle marketing teams. I help bridge the gap between the marketing and IT worlds.

### COMMUNICATIONS AND MARKETING SKILLS

- Salesforce Marketing Cloud (SFMC), Braze, Yesmail, Mailchimp, HubSpot, OpenText CMS, Wordpress, Tableau, Google Analytics, Webtrends Analytics, Litmus, Validity/Return Path.
- Digital Strategy - Email/Mobile/App Marketing, Marketing Automation, Journey Mapping, Email/SMS Development, Campaign Development, Lead Generation, Revenue Generation, Reactivations.
- Ecommerce and Lifecycle Marketing, Data Management & Analysis, Audience Segmentation, Iterative and A/B Testing.
- Research and Business Case Development, Requirements Gathering and Storyboarding, Tool Enablement, Platform Integrations.

### TECHNICAL AND CREATIVE SKILLS

- **Web Development:** HTML5, CSS3, AMPScript, JavaScript, JQuery, Sass, Actionscript. SQL Certified.
- **Responsive Web Design:** Bootstrap, Skeleton, Foundation 3, Cross Browser/Device Agnostic Development, Media Queries, Interactive Design, Usability Testing.
- **Design:** User Experience (UX) Design, Wireframing, Rapid Prototyping. Adobe Photoshop, Illustrator, InDesign, After Effects and Multimedia Design.

### EXPERIENCE

2022-2025 **Manager, Mobile Automations, North America CRM**, HelloFresh, New York, New York

- Develop and drive mobile strategy for App (Push, In-App, Inbox) and SMS Marketing based on platform features supporting technology enablement and automation across the North American (NA) CRM team.
- Lead mobile technology within CRM. Understand and address issues, champion technology improvements, streamline mobile campaign execution and work with Global Product teams to enable NA mobile optimizations.
- Develop workflows and automations within Salesforce Marketing Cloud to drive efficiency and address friction in the customer communication process while driving growth in CRM mobile channels.
- Research and build data-driven business cases for new CRM opportunities and tools related to artificial intelligence (AI), personalization, automation and mobile channel adoption. Work with cross-functional teams to enable and integrate new technologies.

2020-2022 **International Marketing Automation Manager**, Roche Diabetes Care, Indianapolis, Indiana

- Develop and present global email and marketing automation strategy and roadmap to Sr. Leadership.
- Responsible for supporting Global and Affiliate stakeholders on tactical execution of data-driven campaigns and automated customer journeys using Salesforce Marketing Cloud (SFMC) and Salesforce CRM in order to meet customer needs and drive engagement with electronic communications.
- Brand Ambassador and Primary Content Developer, using best-practice, cross-platform compliant coding for all electronic communications sent from SFMC, expanding on a library of shared templates all built to common standards for Global consistency and ease-of-use.
- Technical Liaison between Global Marketing and IT to ensure Marketing Cloud initiatives that require IT support are properly prioritized and regularly monitored through completion.
- Provide leadership in audience segmentation efforts within the automation and CRM systems to align with strategic priorities, drive more relevant & personalized content, and maintain the sender reputation.
- Measure campaign effectiveness and make recommendations for data-informed improvements in order to increase customer engagement and optimize results.
- Manage Marketing Cloud system set-up and required user access training for Global privacy and email compliance for GDPR and CAN-SPAM — this includes ensuring the custom opt-out script functions correctly and all communications include proper disclaimer/unsubscribe options.

2019-2020 **Associate Marketing Manager**, Roche Diabetes Care, Indianapolis, Indiana

- Support global affiliates automated marketing initiatives by creating synchronized audiences using automation activities and SQL queries as entry sources for triggered journey sends.
- Assist in the creation of responsive emails using best-practice, cross-platform compliant coding and make recommendations to global affiliates to improve effectiveness of digital marketing initiatives.
- Provide email and automation education, training and thought leadership to internal marketing teams in order to meet business objectives.
- Expand library of shared global content and pre-built content blocks so affiliates can quickly and easily develop effective, branded messages to support a variety of communication goals.
- Measure effectiveness of campaigns, provide insights and make recommendations for increased customer engagement.

2015-2019 **Salesforce Marketing Cloud Competency Manager/UX Developer**, Fusion Alliance, Cincinnati, Ohio

**Engagement:** 2017-2019, Roche Diabetes Care

- Develop responsive emails from design files using best-practice, cross-platform compliant coding, that are built as custom Salesforce Marketing Cloud Content Builder templates/modules.
- Develop code to create GDPR-compliant dynamic, custom opt-out landing page and resubscribe script using SQL automations and AMPScript for encrypted/tokenized environment.
- Serve as Salesforce Marketing Cloud technical support SME for Enterprise and Global affiliates.
- Support ecommerce launch by designing and developing responsive transactional emails in Salesforce Commerce Cloud; ensure emails meet multi-client rendering specifications.
- Support Journey Builder and automated marketing initiatives.

**Engagement:** 2015-2016, Fidelity Investments

- Create dynamic emails using Salesforce AMPScript proprietary scripting language.
- Develop cross-platform, responsive email templates and content modules.
- Use Litmus and Return Path pre-flight tools to ensure rendering meets exact requirements of 20+ email clients.
- Responsive landing page development and QA testing.

2014-2019 **Front End Web Developer/Digital Designer**, Freelance, Cincinnati, Ohio

- Design and code high-end, high-quality responsive websites and emails for numerous brand-name clients, including Bloomberg Businessweek, GQ, WIRED, Variety, FRAM, Jergens, The New Yorker, Kroger.
- Design wireframes and mock-ups, and working prototypes including all interactive elements. Develop in Bootstrap and Skeleton front end frameworks.
- Design and animate ad campaign graphics for national campaigns.
- Maintain and update websites in various CMS clients including iApps, Wordpress and Joomla.

2016-2017 **Sr. UX Designer/Design Lead**, Axxess Financial, Cincinnati, Ohio

- Create rapid prototypes for A/B and multi-variant testing to improve the UX of target lead segments and improve actionable elements, information architecture, design, content and lead conversion rates.
- Design landing pages and micro sites for targeted marketing campaigns.
- Design and develop device agnostic responsive emails and digital assets for ecommerce store launch.
- Redesigned high-traffic online application to improve mobile usability and reduce abandon rates.

2013-2014 **Sr. Digital Marketing Manager/Front End Developer**, New Track Media, LLC, Cincinnati, Ohio

- Design, develop, and maintain webpages for new and existing circulation marketing initiatives.
- Design and develop mobile optimized emails using CSS3 media queries and responsive design.
- Design high impact web ads for e-commerce storefronts, social media and electronic newsletters.
- Strategize product and promotional offerings to increase sales and subscriptions.
- Report and analyze results, provide data, and make recommendations to optimize future campaigns.
- Increased ecommerce revenue by 52% YOY by recommending and deploying mobile optimized emails.

2008-2013 **Manager, E-Marketing Services/Web Designer**, Touchstone Investments, Cincinnati, Ohio

- Design and develop visual and functional elements of websites and HTML emails.
- Develop wireframes and visual concepts as part of the information architecture process to determine page layouts, interactive elements and navigational flow for websites. Focus on UI/UX and responsive design.
- Design artwork, mobile apps, illustrations, animations and banner ads.
- Manage projects for web and electronic marketing by drafting plans, establishing measurable outcomes, coordinating resources and monitoring progress.
- Identify opportunities for new digital initiatives, increased efficiencies and expense reduction.

2004-2008 **Web Marketing Consultant**, Western & Southern Financial Group, Cincinnati, Ohio

- Develop and design email communication and electronic/print sales support materials. Compose web copy and create site layout designs. Develop web graphics for multimedia use.
- Maintain content for multiple websites, make frequent enhancements to better support sales team and coordinate new initiatives with IT department.

## PORTFOLIO

Visit my portfolio at [JillRFoley.com](http://JillRFoley.com).

## EDUCATION

B.S., Business Management, December 2001, Pennsylvania State University.