

Brandon Caples

Marketing Automation Manager

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Professional Summary

Results-driven Marketing Automation Manager with 10+ years of experience executing high-volume, segmented email programs across Salesforce Marketing Cloud — with a track record of delivering measurable results including 35.8% subscriber list growth and 99.5%+ sustained email delivery rates.

Technical Skills

Marketing Automation & Email: Salesforce Marketing Cloud (Enterprise 2.0, 2 BUs, 90K active contacts), Email Studio, Journey Builder, Automation Studio, Web Studio, ActiveCampaign, Klaviyo, SFMC Marketing Cloud Email Specialist (certified), AMPscript, MJML, IP warming, deliverability and list hygiene, CAN-SPAM, GDPR

Development: HTML, CSS, SQL, SOQL, AMPscript, JavaScript, responsive email development, VML, Outlook ghost tables, Foundation for Emails

Data & Analytics: Audience segmentation, A/B testing, campaign optimization, KPI tracking, RFM analysis, marketing attribution, UTM tracking, GA4, Google Tag Manager, Google Search Console, data extensions

Tools & Platforms: Salesforce CRM, Asana, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Canva, Figma, Git, Email on Acid, Parcel, NetSuite

Work Experience

Precept | Chattanooga, TN (Remote)

Senior Marketing Automation Specialist | *Apr 2026 – Jun 2026*

- Built lifecycle journeys in SFMC Journey Builder that generated \$955K+ in attributed revenue, using AMPscript-driven dynamic content and SQL-based audience segmentation
- Grew email subscriber list 35.8% through targeted lead generation strategy and increased quarterly average click rates 13% through behavior-informed segmentation and send optimization
- Cross-trained colleagues in HTML/CSS email development, SFMC platform operations, and deliverability best practices; delegated and reviewed campaign work to support consistent quality standards
- Reduced email QA issues 39% over tenure, accelerating campaign approvals by an average of 3.1 days

Senior Email Developer | *Jun 2024 – Apr 2026*

- Executed responsive email campaigns using HTML/CSS and AMPscript across an average of 11 campaigns per month, increasing open rates an average of 3pp QoQ through advanced segmentation, AI scheduling, and subject line A/B testing
- Increased delivery rates 6.12% by modernizing development processes and improving render consistency across ESPs; established as subject matter expert for SFMC Enterprise 2.0
- Designed and queried complex audience segments using SQL (SOQL); built modular component library for scalable HTML email template development

Digital Media & Web Developer | *Dec 2019 – Jun 2024*

- Improved email delivery rates to a consistently optimized 99.5%+ across all campaigns, up from a variable 94–99% baseline; launched and warmed a new email IP
- Produced 1,300+ responsive and accessible email campaigns; transitioned six web properties to GA4 and redefined UTM tracking standards to improve attribution

Caples Web Design | Nashville, TN

Freelance Web & SEO Consultant | *Apr 2018 – Sep 2023*

- Designed, developed, and launched websites for nonprofit and faith-based clients; implemented GA4 and SEO strategy to drive organic visibility and inform data-driven decisions

Mercy Multiplied America | Nashville, TN

Web Content Specialist | *Apr 2018 – Dec 2019*

- Executed end-to-end email campaigns including HTML coding, copywriting, and design; redesigned and rebuilt the full organizational website with improved information architecture still in use today

Southwestern Investment Group | Franklin, TN

Director of Client Communications, Deering Wealth Team | *Jan 2016 – Jun 2017*

- Produced cohesive client communications across digital and print channels; coordinated finance industry regulatory approval for all public-facing materials

Batson Chiropractic Group | Nashville, TN

Marketing Director | *Aug 2013 – Jan 2016*

- Built the marketing program from the ground up — growing monthly new patients 25.9% and overseeing 60% business growth over 2.5 years; produced direct mail, email, digital, and event campaigns

Certifications

Email Deliverability | Klaviyo Academy, 2026

Marketing Cloud Email Specialist | Salesforce, 2024

Email Marketer | HubSpot Academy, 2023

Education

Relevant Graduate Coursework: Prescriptive Analytics, Data Mining & Analytics

The University of Tennessee at Chattanooga | Chattanooga, TN | 2025

Bachelor of Arts: Organizational Communication for Consulting & Research

Lipscomb University | Nashville, TN | 2011