

Brandon Caples

Salesforce Marketing Cloud Email Specialist

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Summary

Email developer with 10+ years of experience in marketing, including 5 years coding HTML emails. Expertise in designing and developing responsive HTML emails using Salesforce Marketing Cloud. Experience building customer journeys and querying data with SQL.

Certifications

Marketing Cloud Email Specialist

2024
Salesforce

Email Marketer

2023
HubSpot Academy

Experience

Digital Media & Web Developer

2019–Present

Precept

Craft efficient and effective HTML emails for two brands, design and build automated customer journeys, and maintain frontend code and content for six web properties

- Query organizational data for use with journeys and messaging, using SQL
- Analyze email and web data to identify business needs
- Design and develop frontend website feature enhancements
- Built 700+ responsive emails
- Launched, warmed new email IP
- Transitioned six web properties to Google Analytics 4

Education

Bachelor of Arts: Organizational Communication for Consulting & Research, Minor: Marketing

2011
Lipscomb University

Web Content Specialist

2018–2019

Mercy Multiplied America

Maintained web properties for a national nonprofit, designed page layouts, optimized pages for search engines, and managed Google Ad Grant and Facebook ads.

- Designed email campaigns, coded functional HTML emails, and wrote email copy
- Created and maintained fundraising event registrations and donation forms
- Revived a defunct blog and created its content guide
- Designed and developed new content directories for mercymultiplied.com

Digital Marketing Specialist

2017–2018

Columbia Coatings, LLC

Managed all email marketing objectives, developed web content, and trained associates for phone sales.

- Managed concept, design, and implementation of weekly email newsletter
- Retouched product photos, solicited customer-generated content
- Managed 4,000+ ecommerce products and general website performance

Proficient Technologies

Salesforce Marketing Cloud

Email Studio

Journey Builder

HTML/CSS

SQL/SOQL

JavaScript

Google Analytics 4

SVG

Photoshop

Skills

Email design & development

Customer journeys

Marketing automations

Copywriting

Campaign strategy & execution

Data segmentation

Analysis & reporting

Writing & documentation

Website development

- Engaged with customers on Facebook, Instagram, Twitter, Pinterest, and Google+
- Wrote, directed, and edited product tutorial videos

Director of Client Communications, Deering Wealth Team 2016–2017

Southwestern Investment Group

Wrote for the blog, managed social media, and designed business collateral.

- Wrote and designed email communications, event collateral, website content, and blog posts
- Designed and launched deeringwealthteam.com
- Planned, coordinated, and executed client events and seminars
- Engaged with clients to manage event participation and schedule financial meetings
- Coordinated regulatory approval for public-facing materials

Marketing Director

2013–2016

Batson Chiropractic Group

Designed and launched nashvillebraincore.com, wrote for blogs and newsletter, managed social media, and designed marketing collateral, among other duties.

- Increased monthly new patient average by 25.9% over previous two years
- Grew Facebook following by 267%
- Designed and launched nashvillebraincore.com
- Automated the new patient intake process
- Wrote wellness articles for blogs, newsletters, and other media
- Planned and executed all events
- Designed marketing collateral, including web content, flyers, mailers, newsletters, office interior posters, event materials, email graphics, billboards, *etc.*
- Implemented, managed, and updated the in-house referral program
- Developed email communication journeys