

Jeni Hamilton

Senior Email Developer

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Summary

Senior Email Developer with 15 years of experience building scalable, data-driven email campaigns, including 8 years developing in Salesforce Marketing Cloud and its predecessor, ExactTarget. Skilled in modular templates, advanced AMPscript personalization, and workflows that align technical precision with business needs. Proven record advancing platform standards in mobile responsiveness and accessibility, while mentoring developers to deliver consistent, enterprise-level work.

Skills

Salesforce Marketing Cloud • AMPscript • HTML/CSS • Responsive Email Development • Modular Templates • Dynamic Content and Segmentation • A/B Testing • Interactive Email Elements • Email Rendering and QA Testing • ADA Accessibility • Campaign Management • Microsite Development

Work Experience

Senior Solutions Developer | Mar 2022 – Present

Axiom/Interpublic Group

- Build and maintain modular, ADA-compliant templates in Salesforce Marketing Cloud, developing advanced AMPscript logic and multi-line functions to power complex personalization and dynamic content at enterprise scale
- Support programs totaling over 3 billion annual sends across Citi Cards and Retail through rigorous development and QA processes, maintaining accessibility standards, personalization accuracy, and platform reliability
- Set up and manage standard and filtered data extensions with Email Studio and Contact Builder, incorporating regular data imports and AMPscript lookups to power offer tables and content matrices, ensuring accurate targeting and personalized messaging
- Work directly with campaign managers to align creative requests with Marketing Cloud capabilities, translating requirements into scalable technical solutions
- Configured and executed deployments in Automation Studio, including several successful test deployments and a supervised scheduled deployment for Gulf States Toyota as backup support for campaign architect

Senior Developer | Oct 2020 – Mar 2022

Ansira Digital

- Lead developer for Chick-fil-A campaigns (MessageGears), partnered directly with client stakeholders to design and validate dynamic module logic and personalization, ensured proper fallback content, and coordinated with data teams to align segmentation flags for accurate campaign execution across national programs reaching millions of customers weekly
- Implemented a full email design system in Salesforce Marketing Cloud for The St. James as lead developer, partnering with Creative Team to code, render test, and deliver an expandable library of elements for long-term scalability
- Coded advanced interactive email elements including carousels, accordions, surveys, location maps, and hamburger menus, with reliable fallbacks for clients that did not support interactivity
- Developed and maintained drag-and-drop templates in SFMC and Cordial, enabling non-technical teams to manage campaign production with minimal oversight
- Scoped technical requirements and delivered accurate time estimates for new builds, dynamic versioning, interactivity, and template development, enabling on-time project completion

Email Development Manager | Jul 2013 – Oct 2020

Senior Email Developer | Jul 2011 – Jul 2013

Sears Holdings Corporation

- Provided subject matter expertise on email functionality, accessibility, and rendering, supporting design and marketing teams across multiple national brands
- Hired, trained, and retained a team of developers, achieving a 100% retention rate while mentoring best practices
- Balanced leadership with hands-on coding, building mobile-responsive campaigns and templates for Sears, Kmart, Craftsman, and Shop Your Way, supporting national programs with multi-million-member audiences
- Established coding standards and automated recurring workflows with Python, improving efficiency and ensuring consistency across promotional, triggered, and transactional campaigns
- Promoted from Senior Email Developer in 2013 after demonstrating leadership in cross-team coordination and technical expertise

Certifications

Salesforce Marketing Cloud Developer | Salesforce | Current

Salesforce Marketing Cloud Email Specialist | Salesforce | Current

Salesforce Agentforce Specialist (formerly AI Specialist) | Salesforce | Current

Salesforce AI Associate | Salesforce | Current

MITx: Introduction to Computer Science and Programming Using Python | 2020

Education

Murray State University

Bachelor of Science in Agriculture