

Susan Sheffield Miller

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GRAPHIC DESIGN. EMAIL MARKETING. FRONT-END DEV.

Published Blogger. Real Estate Agent. Pretend Sommelier.
Gluten & Cheese Enthusiast. Fluent in Nerdism. Dog Mom.

EDUCATION:

Towson University, Baltimore, Maryland
Bachelor of Science in Graphic Design
May 2007 - Cum Laude, Honors College

WORK EXPERIENCE:

Cancer & Lifestyle Blogger

Betches Guide to Cancer – Fort Lauderdale, FL | August 2015 - January 2019

- Launched a Wordpress blog to support other young cancer survivors cope with breast cancer.
- Wrote a monthly editorial column published for Breastcancer-news.com.

HTML Email Developer

T. Rowe Price – Owings Mills, MD | May 2012 - December 2017

- Create and launch HTML email campaigns for T. Rowe Price and corporate clients using various platforms; Strongmail, AEM/Campaign, and Teradata
- Hand code emails using techniques such as variable data, adaptive/responsive design, mobile queries, image optimization, and web tracking
- Worked with marketing consultants to develop more efficient methods of targeting customers with A/B testing and variable personalized data, as well as implement email best practices into campaigns
- Mentor new team members on responsibilities, on boarding and brand education

Graphic Designer & Email Marketing Specialist

123Print Inc., Taylor Corporation – Frederick, MD | November 2007 - January 2012

- Worked as the sole designer on the email marketing team designing, coding and implementing all emails into the email software program Bronto.
- Tested and optimized HTML in multiple browsers and email clients.
- Created static landing pages as necessary to enhance the interactive ability of email campaigns.
- On-demand designer for customer requests including but not limited to: wedding invitations, banners, logos, and identity packages.

Junior Graphic Designer

Insurance & Financial Advisor – Hunt Valley, MD | May 2006 - August 2007

- Worked as an in-house graphic designer in the creative department for an insurance news website.
- Produced motion web advertisements and maintained the company's website.

HTML + CSS
Photoshop
Dreamweaver
Illustrator
InDesign
MAC/PC

TECHNICAL SKILLS

Strongmail
Bronto
Vertical Response
Adobe AEM
Adobe Campaign
Aprimo/Teradata