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Portfolio: emilypanzer.com

Work Experience

Borderfree, Pitney Bowes Global Ecommerce, New York, NY

Visual Designer, *January 2016 - present*

Direct responsive design strategy as creative and UX lead for expansion into consumer-facing side of the business.

Collaborate with Product and Engineering teams to build website from wireframes into testing and production. Visualize and actualize the look and feel of account capabilities for global consumers.

Apply UX thinking to mockups for conversion optimization testing of global ecommerce checkout used by 200+ top online merchants.

Expand email marketing strategy for new consumer-facing business, including creation of customer lifecycle emails and templating marketing emails for fast deployment.

Support network of 200+ merchants by providing on-brand designs for initiatives necessitating comarketing directly on merchant's sites—allowing us to hit the customer always at the right place, right time.

Front-end development of cosponsored and branded partnership pages supporting account-creation growth.

Jonathan Adler, Design Company, New York, NY

Ecommerce Web Designer, *April 2015 - January 2016*

Manage end-to-end email marketing: concept, design, code and deploy emails (average of 3 per week, reaching 250,000 subscribers).

Develop strategy, creative, and workflows for CRM by analyzing customer behavior and data throughout the customer lifecycle to assist in customer retention and driving sales growth.

Launch and manage Bluecore triggered email program allowing the company to recover revenue with abandon cart and abandon search campaigns.

Create wireframes and mockups for UX site updates to improve upon site aesthetic and functionality. Manage Agile development process by third-party development team.

Execute online marketing materials including homepages, beauty bars, content slots, and catalogs to support seasonal product and promotions.

Front-end development of digital content to inform and entertain the customer, and support brand awareness.

Direct AdRoll retargeting marketing program—analyze analytics, adjust creative, and strategy to maximize the budget.

White + Warren, Luxury Cashmere and Knitwear Brand, New York, NY

Graphic Designer/Web Coordinator/Social Media Manager, *July 2012 - April 2015*

Manage end-to-end email marketing, including designing and coding, utilizing ExactTarget for deployment, list management, and customer lifecycle journey-building (average of 3 emails per week, reaching 20,000 customers). Analyze and report daily email statistics and sales totals, use this information to concept seasonal email marketing calendar.

Create mockups for website UX changes, and manage the execution by development team and other third party clients.

Maintain website: merchandise whiteandwarren.com, update homepage and landing page graphics, add and set up new products in Magento backend.

Provide design support for the wholesale team with targeted emails, trend reports, market and in-store invitations.

Assess needs for monthly product photoshoots, style each look, assist on-set, work closely with photographers maintain and organize image files.

Concept and execute social media plan including biannual contests/sweepstakes across all social media platforms. Manage freelance blogger including blog editorial calendar, editing blog posts, and providing assets needed for execution.

Quint & Quint, Direct Marketing Design and Copy Agency, Brooklyn, NY

Junior Designer/Production Manager, *October 2010 - June 2012*

Design/Production Assistant, *September 2008 - October 2010*

Front-end development, design, and copywriting for digital direct marketing campaigns including HTML emails, order forms, banner ads, and tablet edition materials.

Design and copywriting for print direct mail packages including, acquisition packages, invoices, cover wraps, insert cards, and retention and gift series.

Pre-press and print production management. Correspond with printers and Web traffic departments to prepare and send final files in correct formats with all necessary accompanying fonts, images, and files.

Technical Skills

Photoshop, Illustrator, InDesign, Dreamweaver, Omnigraffle, HTML, CSS, CMS management, Sketch, InVision, Demandware ecommerce platform, Magento ecommerce platform, Salesforce email marketing, Bronto marketing automation, Microsoft Office, WordPress, search engine optimization, social media marketing tools, Mailchimp email marketing service, FTP management

Education

University of Florida, August 2004 - December 2007
Bachelor of Science, Journalism; Minor in Jewish Studies

Austin Community College, May - August 2008
Webmaster Certification Program

Affiliations

Published in AdRoll's *Big Data Big Ideas* whitepaper, *June 2015*

Vendy Awards planning committee, *February 2012 - present*

New York Cares, *October 2010 - present*

University of Florida Alumni Association, *Life Member*

American Institute of Graphic Arts, *May 2008 - present*

Alpha Epsilon Phi sorority—Alpha Tau chapter, *August 2004 - December 2007*