

# David Rodriguez

Email Marketer | Front-End | UX

312-369-9207  
Chicago, IL 60640  
rodescodesign@gmail.com

I am a versatile digital creative with over 10 years of experience in a variety of in-house marketing needs including email marketing, front-end development, web design, UX and graphic design. I learn and acquire new skills quickly, staying up to date with evolving tools. I provide clear and effective communication with thoughtful, intuitive, user-focused solutions.

## PROFESSIONAL EXPERIENCE

### Ravinia Festival | Manager of Interactive Communication (2014 - 2023)

- **Email Marketing:** Responsible for campaign management, template design, list management and segmentation, deployment, A/B testing and data-driven insights. Delivered over 300 emails a year. Increased newsletter open rates consistently above 20% and used segmentation to get open rates of 50-75% for event-focused campaigns.
- **Web Design:** Redesigned front-end of main Ravinia.org website twice during tenure. Designed and coded stand-alone microsites for various initiatives including a virtual fundraiser, sculpture tour site and Breaking Barriers initiative among others.
- **Blog:** Transformed under-utilized blog to a key part of content marketing strategy. Increased traffic 10X with a combination of repurposed content and tailored content based on audience search data. Used SEO and collaboration with marketing to further reach and promotion of Ravinia's extensive offerings.
- **Graphic Design:** Created numerous promotional graphics for various concerts and events as well as digital ads and website takeovers.

### School Of the Art Institute of Chicago | Web Design Instructor (2011 - 2014)

- Taught beginner, intermediate and advanced web design course in the continuing studies adult education program. Created a number of learning resources for students including presentations, handouts and tutorials.

### Westwood College | Instructor (2011 - 2014)

- Taught a wide array of courses in topics such as Web Design, Animation, Image Editing, Fundamentals of Design, Typography and Design Portfolios.

(More work experience can be found on my LinkedIn profile)

## EDUCATION

School of the Art Institute of Chicago | Masters in Art and Technology (2004 - 2006)

Allegheny College | Bachelors of Art and Technology (2004 - 2006)

## SKILLS

- HTML / CSS / JQUERY
- Adobe Creative Suite
- Canva
- Figma
- Google Analytics
- Wordpress
- Squarespace
- Capcut
- Google Workspace
- Bootstrap
- Github
- VS Code