

David Rodriguez

Email Marketer | Web Designer

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A versatile digital marketer with over 10 years of experience in a variety of in-house needs including email marketing, front-end development, and graphic design. I'm a fast learner who stays current with evolving tools and technologies. My focus is on delivering clear, intuitive communication that enhances the user experience.

PROFESSIONAL EXPERIENCE

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

- **Email Marketing:**
 - Responsible for campaign management, template design, list management and segmentation, deployment, and A/B testing. Delivered over 300 emails annually.
 - Consistently kept newsletter open rates above 40%. Achieved open rates of 50-75% for event-focused and donor campaigns by using segmentation and A/B tested subject lines.
 - Utilized analytics from Google and our ESP to guide email strategy. Collaborated with ticketing and data teams to incorporate CRM data for list segmentation and personalization.
 - Reduced unsubscribe rates (consistently under 0.05%) by minimizing send rate. Used dynamic content with merge fields and conditional statements to target specific audiences within a single email.
- **Web Design / Content:** Redesigned front-end of main Ravinia.org website twice during tenure. Updated content. Created microsites to market various initiatives and special events. Designed and updated the online blog.
- **Graphic Design:** Created numerous promotional graphics for various concerts and events as well as digital ads and website takeovers.

SAIC and Westwood College | Instructor (2011 - 2014)

- **SAIC:** Taught beginner, intermediate and advanced web design courses in the continuing studies adult education program. Created a number of learning resources for students.
- **Westwood College:** Taught courses in Web Design, Animation, Image Editing, Fundamentals of Design, and Typography.

EDUCATION

School of the Art Institute of Chicago | Masters in Art and Technology

Allegheny College | Bachelors of Art and Technology

SKILLS

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|------------------------|--------------------------|-----------------------------------|
| • HTML / CSS / JQUERY | • Google Analytics (GA4) | • ESP (Mailchimp / Slate Basics) |
| • Adobe Creative Suite | • Zapier (for api) | • CRM (Wordpress / Raiser's Edge) |
| • Basic SQL | • Basic Javascript | • Litmus |