

Thom Bray

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PROFILE

A highly creative digital marketing professional with proven strengths in email production, deployment and management using Acoustic, Selligent, Oracle Responsys, Harmony, Clickup, Mailchimp, and Salesforce, as well as front end and responsive web development and UX, Adobe Creative Suite, graphic design and illustration. Can provide leadership in art direction in a corporate online marketing setting and possesses an excellent ability to create and manage style guides, briefs, proposals, templates and wire-frames.

PROFESSIONAL EXPERIENCE

Omnicom Production

QA/QC Analyst

October 2023 - Present

Responsible for all QA/QC (initial and final) on static and animated creative intended for desktop and mobile viewing, as well as animated assets intended for large billboards / multi-monitor stories in banks. Communicate with Production Artists and Integrated Producers to ensure all assets conform to brand standard, and are AODA and CASL Compliant. Typically work on 10 to 15 requests per day.

Software used: MS Teams, Adobe Creative Suite (Photoshop, InDesign, After Effects) Cross Browser testing (Chrome, Opera, Edge, Firefox, Safari), Mac OS and Windows.

Bond Brand Loyalty / BondX

Digital Messaging Specialist

June 2022 – July 2023

Coded, tested, and deployed email campaigns for various companies' loyalty programs, including CIBC, and Ford, making sure all emails complied with CASL and AODA. I was required to work both on my own and collaboratively with teammates, troubleshoot issues with deliverability, and manage timelines to avoid delays. I also wrote documentation for any new process that was developed to maintain consistent coding and reporting practices. As such, a high level of attention to detail was required.

Software used: Acoustic, Adobe Creative Suite (Photoshop, Dreamweaver, Illustrator), JIRA, MS Office (Word, Excel, PowerPoint, Teams), Litmus, Trello

Exchange Solutions Inc
Digital Campaign Specialist
February 2020 – June 2022

Coded, tested, and deployed all Marketing/Loyalty emails for Imperial Oil Limited, specifically Esso Extra and Esso Gift Cards, and worked as backup for the Rexall “Be Well” Loyalty Program when needed. This position required a high level of attention to detail, as well as the ability to properly manage several projects at once. I worked with other team members to coordinate assets, managing various aspects of the production cycle to ensure that everything was delivered on time, and without issue.

Software used: Selligent, Salesforce Marketing Cloud (Email Studio primarily), Adobe Creative Suite (Photoshop, Illustrator, Premier Pro, Dreamweaver, InDesign), MS Office (Word, Excel, PowerPoint), Litmus, Email on Acid, JIRA

FCB/Six
HTML Email Developer
November – December 2019

Freelance/Short-term contract to assist with clearing up holiday “back up”. My main focus was coding promotional emails for CIBC. I was responsible for coding and testing emails before sending them to another team who would then deploy them.

Software used: Silverpop, JIRA, Dreamweaver

AirMiles Reward Miles / Loyalty One
Email Deployment, Specialist
May – September 2019

Worked with Campaign Specialists, HTML/Front-End Developers to assemble html code, add dynamic content, test, and deploy emails for various Air Miles clients (Shell, BMO, LCBO, OLG).

Software used: Harmony, Email on Acid, Adobe Dreamweaver, JIRA, MS Office (Word, Excel)

Indigo Chapters Books and Music
Email Production, Specialist
December 2014 – May 2019

Managed production of all day-to-day pushed emails sent by Indigo Chapters (usually between 10 and 15 per week) – performed all html coding, testing, creating data filters based on desired segmentation to ensure optimal open- and click-through rates, and deploying. Once the emails were deployed, I would monitor to make sure there were no problems with hard bounces, etc. Consistently collaborated with different teams – design and data mostly – to ensure all objectives were met in a timely manner, and that campaigns went out on schedule.

Software used: Responsys, ExactTarget, Bluecore, Movable Ink, JIRA, Dreamweaver, Photoshop, InDesign, Litmus, Email on Acid, Microsoft Office Suite (Word, Excel)