

# BRICE FRANKS

Email and Web Production Specialist

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## SUMMARY

Email Developer with 8+ years of experience building high-volume, mobile-responsive email campaigns across retail, automotive, and e-commerce brands. Expertise in HTML/CSS, dynamic and personalized email development, ESP platforms (SFMC, Adobe Campaign), and QA across devices and clients. Proven ability to support complex ad hoc and automated campaigns, mentor junior developers, collaborate cross-functionally, and deliver high-quality work under aggressive deadlines.

## PROFESSIONAL EXPERIENCE

**Epsilon, Inc. (A Publicis Groupe Company) – Email Developer II, Remote**

January 2023 – February 2026

- Developed mobile-responsive ad hoc email campaigns and complex email templates using HTML/CSS, and conditional logic
- Supported the Automotive Program in building mostly ad hoc emails, including complex projects focused on efficiency
- Helped develop a program using HTML/CSS on the backend, allowing non-developers the capability of creating email campaigns
- Acted as a mentor for Junior Developers and offshore teams, providing solutions for fellow development team
- Wrote complex functionality in a scripting language to create dynamic email templates
- Performed QA, tested links, troubleshoot code rendering across multiple desktop and mobile devices
- Demonstrated effective allocation of time and resources between low and high priority activities

**Sur La Table, Inc. – Email Developer; Remote**

March 2021 – October 2022

- Coded, developed and deployed 20-30 email creatives a week within Emarsys ESP platform using HTML/CSS
- Developed emails in the ESP working from project briefs and project management tools
- Managed and maintained email build process from development through segmentation and executing to over 6M customers
- Performed QA, tested links, and troubleshoot code rendering across multiple desktop and mobile devices
- Provided front-end development support as appropriate to improve E-Commerce, including weekly site updates

**Sally Beauty Holdings, Inc. – CRM Email Developer; Remote/Denton, TX**

March 2020 – March 2021

- Built and QA'd mobile-optimized ad-hoc email campaigns in the ESP using HTML/CSS, based on project briefs and provided assets
- Managed multiple concurrent projects in a fast-paced environment while meeting aggressive deadlines

**Ascend Marketing – CRM Email Developer, Digital Marketing Specialist; Grapevine, TX**

July 2017 – March 2020

- Developed and executed large-scale automated email campaigns (1M+ recipients) using dynamic segmentation, advanced personalization, and A/B testing
- Built and maintained responsive, modular email templates and libraries using Velocity, HTML, and CSS, supporting high-volume weekly campaign production

## EDUCATION

**Dallas College North Lake Campus**  
**Butler Community College**

Web Design Fundamentals  
Psychology

Fall 2016  
2008-2010

## ADDITIONAL INFORMATION

**Marketing/Technology Skills:** HTML, CSS, Dynamic Email Development, Conditional Logic, AMPscript, SQL, SFMC, Adobe Campaign Classic, PCM, Emarsys, Elead, WordPress, Unbounce, HubSpot, Marketo, Proprietary CRM Systems, Adobe Photoshop, Mailchimp, Litmus, FTP/SFTP, FileMaker

**Volunteer Experience:** The Bridge Homeless Center, Neiman Marcus Foundation, 5K Races, March of Dimes