


# Johan Arrieta



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LinkedIn Profile 

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[Personal Website](#) 

Hi there, here is a little bit of my background:

I have 10+ of professional experience, seven of those working on customer service, training and project management; and the last three years I have been working on Web/Content Development and Digital Marketing.

Throughout my career I have been able to build successful relationships with internal/external clients and work with stakeholders like Program Managers, QA Analysts, and others. I enjoy creating content, and I definitely love being involved with my team, sharing my knowledge, documenting and helping improve processes, always looking for something new to learn and improve myself.

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## Skill set

- 2+ years of **B2B Marketing** experience (Campaign creation, A/B testing, Dynamic Content, Relational Database Segmentation)
- Experience with the following Software and Tools:  
**JIRA**, Confluence, Trello Boards, **Salesforce**, Open Text (CMS), HP QC, **Photoshop**, **MS Office**.
- Knowledge and experience with these coding/programming languages and frameworks: **HTML**, **CSS**, **Bootstrap**, **JavaScript**.
- Experience with **CMS** - Content Management Systems
- Basic knowledge of AGILE methodologies - **SCRUM**
- Quality Analysis experience
- **Project management** experience
- People management and coaching delivery experience
- **Training/Coaching** experience
- Strong **problem-solving** skills
- Strong organizational, multi-tasking, and team-work skills
- Languages: Spanish (Native speaker), English - C1

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## Experience

### **Sr. Deployment Specialist / Cheetah Digital**

AUGUST 2018 – MAY 2020

My day to day at Cheetah started by receiving the assets from the client, then slicing the PSD file into JPG or GIF (animated) images and coding the campaign using **HTML** and **CSS** languages, making sure the

email rendered properly across all devices and platforms. I also performed Quality Analysis on the campaigns for my peers, using Litmus QA App and live testing making sure the emails complied with the client requirements and were error free.

A more technical part of my duties consisted on creating relational database segmentation for the campaigns, making sure each email targeted the specific customer segment instructed by the client. I also created **Dynamic** Content for the campaigns to display different content like banners or disclaimers to specific customer groups.

Being in a Sr. position came with several other **responsibilities**, I was the main **point of contact** for my team and the client during the PM shift, one of my main tasks was to **remove roadblocks** in the production process for both parties, that included troubleshooting campaigns with rendering issues for my peers, doing last minute creative changes on **Photoshop**, and effectively communicating with the client to ensure we were all on the same page about the day to day campaigns. I was also given training responsibilities for new hires in the team and teaching the mentioned technical knowledge to the more tenured associates once they were ready to move forward.

Some of my **accomplishments** at this job:

- I was promoted to the Sr. position after being at the company for 1 year.
- I won the Most Valuable Player award after Peak Season 2019.
- I was chosen to be a part of a pilot team that started early 2020, transitioning the Cheetah Loyalty clients from the Manila team in Philippines to the AMER team based in Costa Rica and the US.

### **Web Developer (CMS) / Accenture**

NOVEMBER 2017 – TO JULY 2018

My main duties were creating and updating content for the client's website using **Content Management System** "Open Text/Team Site".

Using the **JIRA** app to track the bugs reported by the client and the QA team, as well as communicating with them and Program Managers on updates and completion of the fixes.

Using the Confluence app for documenting information regarding releases, as well as information on how to troubleshoot web development issues.

### **Email Marketing Account Manager / Experian**

APRIL 2017 – TO NOVEMBER 2017

Creation, testing and deployment of **Email Marketing campaigns** for an important client. Using HTML and CSS code to build campaigns based on assets provided by the client (PSD creative).

I oversaw troubleshooting and fixing any rendering issues in the campaigns, following the latest standards of email complaint HTML code.

### **Sr Seller Support Associate / Content Developer / Amazon**

JANUARY 2012 – TO MARCH 2017

I started as a Seller Support Associate and moved through different positions in the company, here is a summary of the roles and responsibilities I was given during my time at Amazon.

- I worked with the **training** team both as a Mentor and as a **Trainer** in several classes for new hire associates, this helped me obtain really good experience in both **adult learning techniques** as well as managing small to large groups and delivering **coaching** to my trainees and peers.
- I had a seasonal position for several months as Seller Support Advisor in which my duties were to handle customer escalations, providing **floor support** and **coaching** associates, as well as reporting back to stakeholders on areas of improvement both with processes and employees.
- During my last couple of years in the Seller Support team, I worked as a QA Analyst, doing case studies, creating reports, and communicating with stakeholders and other team members located in USA, Ireland, and India. This helped develop my skills in Project Management and MS Excel, as well as gaining experience working with cross-cultural teams.
- Finally, I moved to a seasonal position where I spent my last few months at the company as **Content Developer**. We used the CMS (Content Management System) X-Metal to create and edit content for an automated troubleshooting app used by Amazon CS associates.

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## Education

### High School Diploma / CTP Jesús Ocaña Rojas

I completed my High School Diploma in 2008.

### Bachelor of English Teaching/ Universidad Hispanoamericana

Currently on hold, 50% of the curriculum completed.

## Courses

### HTML for Responsive Email / Cheetah Digital

I completed this course in 2019.

### Digital Marketing / Universidad Veritas

I completed the following courses in 2018.

- Digital Marketing
- SEO
- Adobe Photoshop Basics
- Copywriting

### Web Development Course / Universidad Cenfotec

I completed this course in 2017.

### Web Development/Marketing / Lynda.com

Please visit this [link](#) to review my LinkedIn profile and see more information under “Accomplishments”.

### Conversational English Degree / Centro de Estudios BYTE

I obtained my English degree in 2008.

*I appreciate if you took the time to read until the end, I hope I was able to make a great first impression and look forward to hearing from you and be given the chance to make an even greater second one.*