

Andy Mitchell

Digital Experience Designer & Developer - Hampton, Georgia

678.592.3921 • amitchzone.com • [behance.net/snottrocket](https://www.behance.net/snottrocket) • hello@amitchzone.com

Profile

With extensive experience in digital design, content creation, email marketing, web design, front-end development, and UI/UX design, I bring a versatile skill set focused on crafting compelling digital experiences and pioneering impactful solutions. I thrive in collaborative environments, effectively communicating with diverse teams and stakeholders to ensure project success. Committed to innovation, I embrace new technologies and trends to consistently exceed expectations.

Qualifications

Design/Development: Email Development, Web Design, Front-End Web, UI Design, UX Design, Wire framing, Prototyping, Responsive Design & Development, Animation, Print Design

Tools & Platforms: Creative Cloud, Photoshop, InDesign, XD (Adobe XD), SFMC (Salesforce Marketing Cloud), Acoustic (formerly IBM Watson Campaign Automation), Marketo, Adestra, HubSpot, Epsilon PCM, TAXI for Email, Paytronix, Persado, Cheetah Mail AMPScript, MovableInk, HTML5, CSS3, InVision, Bootstrap, GitHub, Sketch, JavaScript, GSAP (GreenSock Animation Platform), jQuery, Foundation

Work Experience

Independent Design & Email Development | 6/12/2025 – Present

Provide design and production support across email, CRM, web, and front-end projects. Develop responsive emails, campaign assets, landing pages, and reusable digital components while balancing visual requirements with technical constraints. Support creative refinement, accessibility, dark mode behavior, QA, and rendering consistency across email clients and devices.

Block + Tackle - Atlanta, GA

Email Developer/Analyst | 9/2024 - 6/2025

Part of the development team responsible for building responsive, personalized email campaigns using **HTML**, **CSS**, and **Freemarker** in **Epsilon PeopleCloud Messenger**, ensuring consistent rendering and deliverability. Partnered with design and marketing teams to align creative with brand standards. Supported UX design for a proprietary SaaS platform through user research, information architecture, and wire-framing.

- Performed thorough testing and troubleshooting to ensure consistent rendering and functionality
- Managed multiple projects independently in a fast-paced environment, meeting tight deadlines while maintaining high-quality standards.

Delta Airlines - Atlanta, GA

Salesforce Email Developer | 4/2023 - 7/2024

Collaborated with developers, email specialists, and stakeholders on the Marketing & Enablement team to deliver highly personalized one-to-one communications using **Salesforce Marketing Cloud (SFMC)**, **AMPScript**, and **Movable Ink**.

- Implemented dynamic content strategies and segmentation to enhance personalization & engagement.
- Scheduling and deployment of internal communications

MERGE - Denver, CO

Email and SMS Developer | 4/2022 - 4/2023

Developed and deployed targeted campaigns in **SFMC**, enhancing personalization and automation across customer journeys. Used **Persado** for AI-driven subject line and preheader testing to increase engagement and improve open-rate performance.

- Provided team-wide QA support, ensuring the accuracy and functionality of all email and SMS communications.
- Collaborating closely with cross-functional teams to execute campaigns seamlessly and achieve campaign objectives within specified timelines.

Ansira (formerly *Brightwave*) - Atlanta, GA
Digital Studio Designer/Developer | 7/2019 - 1/2022

Contributed to the creation of responsive, mobile-friendly email code and templates used across major CRM platforms, including **SFMC**, **Adestra**, **Marketo**, **Acoustic**, **TAXI**, and **Paytronix**. Developed email design mockups and wireframes using client assets, ensuring alignment with brand guidelines and campaign objectives.

- Provided cross-functional support across creative, technology, and platform channels
- Collaborated with teams to implement best practices in email design and development, ensuring optimal performance and user experience across various devices and platforms.

DRUM Agency (formerly *BKV*) - Atlanta, GA
Front-End Developer | 8/2015 – 10/2018

Served as a versatile digital designer and developer, translating client requirements into engaging visual solutions for email, web, display ads, and social channels. Ensured cohesive brand messaging and a consistent user experience throughout.

- Creating compelling digital content for direct marketing campaigns by leveraging expertise in content design, wire-framing, and UI design.
- Additional duties in team onboarding helped to drive project success.
- Collaborating closely with cross-functional teams to deliver innovative digital experiences that meet strategic objectives.

PureRED - Stone Mountain, GA
Digital Content Designer | 10/2012 – 7/2015

Proficiently created digital content across multiple channels, specializing in email design and production. Leveraged creativity and technical expertise to develop visually compelling, user-centric digital assets.

- Successfully translated conceptual ideas into polished designs that aligned with brand guidelines.
- Played a key role in documenting production processes to streamline workflows.
- Effective collaboration with cross-functional teams to drive project success and meet client objectives.

Nurun - Atlanta, GA
Digital Designer

As a digital designer, I specialized in conceptual and production design for interactive media, email campaigns, display ad animations, UI design, and print collateral. I translated client objectives into visually compelling designs, ensuring consistent brand representation across platforms.

- Expertise extended to developing technical specification documentation to facilitate seamless implementation of design concepts.
- Collaborated with cross-functional teams to deliver high-quality digital assets.
- Met project goals and exceeded client expectations in both digital and print environments.

Moxie Interactive - Atlanta, GA
New Media Developer

I performed diverse duties in rich media development, specializing in creating engaging, Flash-based landing pages and promotional banners and honed my skills in Object-Oriented Programming languages.

- Additional duties included recording and editing voice-overs for various media channels.
- Converting video content for use in rich media formats

Notable Clients & Brands

• Marriott Bonvoy • Delta Airlines • Altra Running • Eileen Fisher • Timberland • Coach Bags • AFLAC • 99 Restaurants
• Marcus by Goldman Sachs • Synovus • Charter/Spectrum • Equifax • FiServ • Wounded Warrior Project • Environmental
Defense Fund • March Of Dimes • Catholic Charities of New York City • Tractor Supply Co. • Delta Community Credit Union
• SunTrust • AT&T • HD Supply • Greenpeace • DS Waters • Floor & Decor • Young Harris College • Marriott • Verizon Wireless
• Manheim • Gas South • Asheville CVB • Tanger Outlets • Credibility • Alliance Theater • Camp Twin Lakes • GE
• Safeway • Sears Home Outlet • Kings Food Markets • SP Richards • Home Depot • Coke • Michael's • Pleasant Holidays
• SPX • Duane Reed Charitable • Michael's • Mueller Water Systems • Number One Parts, Inc (NOPI) & NOPI Motorsports

Education

TechTrain @ Oglethorpe

1/2000 - 6/2000

Certified Internet Webmaster Preparation

Full Sail University

2/1992 - 4/1993

Recording Arts Associates Degree