FULL-STACK EMAIL SPECIALIST

Charles Page

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Full-stack email specialist with 20+ years bridging hand-coded HTML email and strategic lifecycle automation. Ships responsive, dark-mode-ready campaigns and the journeys behind them in Salesforce Marketing Cloud, Klaviyo, and HighLevel, for brands across retail, automotive, healthcare, finance, and non-profit.

20+	>99%	+17%	$1B+
Years of experience	Average deliverability	YoY buying, AdvoCare	Record revenue, Heritage

CLIENT EXPERIENCE

AdvoCare

MLM to DTC transition

Lifecycle Journeys · Dynamic Content · DTC Strategy · Deliverability

- Built retention strategy and lifecycle automation for the brand's pivot from MLM to direct-to-consumer.
- Engineered welcome, loyalty, and VIP rewards journeys, using dynamic content and scripting to tailor offers by persona.
- Partnered with IT and creative to hold >99% inbox placement; used AI-assisted analysis to refine send timing and offers.

+17% YoY buying activity **5-yr** revenue decline halted

Heritage Auctions

10+ years

SFMC · AMPscript · Photoshop · HTML/CSS · .NET

- Onshore extension of the marketing team across design, email, and web: promo heroes, SFMC email builds, and landing pages.
- Coded and loaded weekly auction emails in SFMC and revamped the core email template during a period of rapid growth.

31% CTR lift **$1B+** record revenue **#1** luxury sell-through rate

Ford

6-month engagement

SFMC · AMPscript · Email Studio · Cloud Pages · Litmus

- Joined Ford's team for the Ford Pass app and customer feedback launch, building emails and landing pages in SFMC.
- Learned Cloud Pages from scratch and shipped new pages within one week, working in daily standups with PM and developers.

17% higher CTR vs. prior campaigns **12%** revenue lift that year

ALSO DELIVERED FOR

VCA Animal Hospitals: HTML email and landing pages for national healthcare marketing.

UT Southwestern & Texas Instruments: enterprise email development, campaign architecture, and martech integration.

Plus: American Heart Association, Susan G. Komen, and Copart.

CORE EXPERTISE

- Responsive HTML email
- Dark mode & inbox optimization
- Lifecycle journeys & automation
- Dynamic content & AMPscript
- Landing pages & web builds
- Deliverability & reporting

TOOLS & PLATFORMS

Email & ESPs
Salesforce Marketing Cloud, Klaviyo, HubSpot, HighLevel, AMPscript, Litmus

Automation
Journey Builder, Automation Studio, Klaviyo Flows, HighLevel Automations, SMS via Attentive

Development
HTML, CSS, JavaScript, responsive testing, dark mode, Google Annotations

Design & Tools
Photoshop, Figma, Asana, SQL for lists, Claude Code

HOW I WORK

- Lead developer roles
- Mentored junior developers
- IT & marketing liaison
- Corporate & agency teams
- All four US time zones