DEBBIE ESPINO

Web Developer, Digital Marketer
• https://DebbieEspino.com • https://22linedesign.com

WORK & LEADERSHIP EXPERIENCE

Shipt 2018 - Present
Email Marketing Manager San Francisco, CA

- Developing and managing emails, SMS, In-apps, and push notifications with a 99.8% deliverability rate, and a .08% Unsubscribe rate with Responsys.
- Email development from start to finish: creative ideation, strategy, design, coding (HTML/CSS), audience segmentation (SQL), data personalization, program architecture, multivariate testing, experimentation, and post-mortem analysis
- Developing automated, multi-touch nurture programs for segmented audiences across the customer lifecycle, from onboarding and education to conversion, engagement and retention
- Managing a CRM team of 3 email developers and marketers.

22 Line Design 2016 - Present
Owner, Web Developer & Digital Marketer San Francisco, CA

- Design front-end responsive web applications for desktop and mobile interfaces; Developing UX/UI ideas from PSD files into application features for the RailsBridge SD website using Ruby on Rails
- Create intricate UX features using HTML, CSS, JavaScript/React, Ruby Rails, and PostgreSQL
    - Built a unique, multi-page responsive web application for SF-based real estate company

Parallel 6 2015
Web Developer San Diego, CA

- Facilitated the clinical research platform upgrade from Rails 3.2.22 to Rails 4.0 through vigorous regression testing, gem dependency upgrades, and code optimization; Developed plans and procedures for future upgrade to Rails 4.2; Managed project with Trello and Git, and MySQL technologies
- Wrote additional unit and integration tests using RSpec for Rails and gems such as Capybara, FactoryGirl, Faker, Spring, Byebug, Pry-Rails; Debugged in the Rails Console, and monitored all tests with TravisCI; Achieved 88% test coverage

LEARN Academy 2015
Web Developer San Diego, CA

- Designed web applications using HTML, CSS, JavaScript, Rails, Bootstrap, PostgreSQL
- Performed integrated, unit and functional testing across applications and web interfaces
- Developed a Rails restaurant take-out application that facilitated food ordering on behalf of friends in a given user's social network; Application integrated with social APIs like Facebook and Twitter

Tetra Tech, Inc. 2014 - 2015
Environmental Planner with the U.S. Marine Corps San Diego, CA

- Authored technical documentation for Environmental Assessments and NEPA regulations
- Managed 100% of Federal Environmental Phase I Requirements for the renovation of the former Naval Hospital, Camp Pendleton

GFDS Engineers, Inc. 2011 - 2014
Executive Administrative Assistant San Francisco, CA

- QA tested front-end mobile applications for a startup called Canvis (formerly Construcs); generated user profiles, administrative accounts, and web content for database functionality through the user side of the application, and provided UI/UX feedback that led to easier web navigation and optimized media uploading for the user; Reported 30% of front-end bugs within the application
- Led the marketing team effort in 100% rebranding which led to increased visibility of brand recognition and services by 25% within the first year
- Led the implementation of the organization's phone system upgrade from a PBX legacy ShorTel System to a Cisco Unified Communications VoIP environment

Oceanit, Inc. 2009 - 2011
Environmental Planner Honolulu, HI

- Authored Environmental Impact Statements and Permitting documents for City, County, and State Government.

Allana Buick & Bers, Inc. 2005 - 2009
Building Envelope Technologist, CAD Drafter Honolulu, HI

- Project Manager for waterproofing, roofing, and building systems.

EDUCATION

San Diego State University 2001 - 2005

- Bachelor of Arts Public Administration & City Planning

LEARN Academy 2015

- Full Stack Web Development

CERTIFICATIONS & Interests

- Certifications: CompTIA A+
- LEEDAP
- Group Exercise Instructor with AAFA
- Spin Instructor with Mad Dogg Athletics
- Interests: Learning new technologies, Spin, Health & Fitness, Pets, Wine, and Travel