James "Praxx" Gray

Interactive Developer | Email Marketing and Development Specialist
214.679.4606 (SMS preferred) | praxx42@gmail.com | linkedin.com/in/praxxgray

Development professional with seventeen years of experience in agency environments. Combining extensive graphic design background with high-intensity interactive production environments to deliver the best possible marketing and email campaigns.

Skills & Expertise

- Front-end Technologist
- Graphic design background
- SFMC and Pardot experience
- A/B testing and segmentation

- In-depth email development knowledge
- Familiar with multiple ESP systems
- Adobe Creative Suite
- HTML5 ad creation and supporting collateral

Professional Experience

ARTECH | Addison, TX
Developer (2022 - 2025)

Development of email templates and data systems for multinational finance client.
- Worked within client's custom EMS and code base to build templates
- Solved and implemented data management systems for client use
- Heavy utilization of and development with SFMC for enhanced client experience
- Heavy focus on Dark Mode and legibility
- Extensive use of LITMUS for testing and systems checking
- Tight focus on HTML development and across-the-board CSS compatibility

PROFILES PLACEMENT SERVICES | Dallas, TX
Developer (2021 - 2022)

Contract work within the marketing department of 7-11.Com Corporate, Irving TX.
- Developed and managed codebase for SFMC email and landing pages
- Worked hand-in-hand with Marketing to create effective email designs and strategies
- Maintained display consistency across various email clients

SYNERGIS HR | Alpharetta, GA
Developer (2020 - 2021)

Worked within SFMC to design, rebuild, and develop a robust modular component email system for Home Depot Contractor Services, a nation-wide retailer and contractor provider.

- Communicated across several different teams to gather needs and requests
- Designed email template system to allow non-developers to construct templates with greater ease and rapidity
- Built a robust email component system in Salesforce to ease development times
- Worked with SF developers to validate dynamic data and on-demand email templates
- Ensured consistency across development platforms
- Built and extensively tested email campaigns in LITMUS and EoA

JAVELIN DIRECT | Irving, TX
Developer (2018 - 2020)

Created and managed email campaigns for national and world-wide clients, including AT&T and HBO MAX. Handled HTML and Javascript with a team of marketing technology developers.
- Worked with marketing technology team to enhance business applications
- Focus on advanced HTML coding specifically for email clients
- Helped create and enhance open-source email framework
- Worked within LITMUS and LITMUS Builder to ensure consistency
- Built and extensively tested email campaigns for national clients
- Helped develop and manage codebases across multiple ESP

ACKERMAN MCQUEEN | Dallas, TX
Interactive Developer (2010 - 2018)

Handled marketing campaigns and collateral ranging from national-level clients to localized markets. Focused on producing high-caliber email coding and distribution.
- Developed templated systems for agency clients to speed up development and ease content placement
- Built and managed websites and landing pages for multiple clients
- Developed front-end for Javascript applications
- Wrote Javascript applications for variety of clients
- Oversaw company-wide move to advanced email coding and deployment
- Provided management of email development and distribution
- Created new standards for email quality for national clients
- Developed and managed electronic collateral for dozens of clients

TEMERLIN MCCLAIN ADVERTISING | Dallas, TX
Web Developer (2008 - 2009)

Coded and executed interactive programs and applications. Work included landing and mini-sites, interactive AS applications, and high-turnaround AS advertising collateral.
- Clients included American Airlines, DISCOVER, Nationwide Insurance
- Production of quick-turnaround collateral
- Secondary emphasis on animation, 3D modeling, and video manipulation

NOMAN PRODUCTIONS | Dallas, TX
Freelance & Contracting Developer (1993 - 2023)

Designed and developed campaigns and projects for a variety of local and national clients. Varied projects include brochure sites, landing pages, interactive media, marketing collateral, and management of large-scale and legacy websites.
- Full management of contract projects for Dallas-area agencies
- Designed and developed websites and interactive content
- Built and maintained content for national clients like Taco Bueno and ADIDAS
- Developed and implemented email code bases for national and multinational clients including Home Depot, Nielsen IQ, and Capital One

Education

Bachelor's Degree, Commercial Graphic Design | SIU-C | Carbondale, IL