

Andres Jonathan Moreira

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PROFESSIONAL SUMMARY

Email Marketing & Marketing Automation Specialist with 7+ years of experience managing high-volume campaign operations, lifecycle automation, and UX-driven engagement strategies in Marketo. Strong background in scalable email workflows, AI-assisted marketing operations, A/B testing, HTML email development, and cross-functional campaign execution across B2B and e-commerce environments. Experienced building reliable deployment processes, optimizing customer engagement, and supporting fast-paced marketing teams through strong QA systems, automation workflows, and performance analysis.

TECHNICAL SKILLS

Marketing Automation & CRM: Marketo Engage, ZohoCampaign, Lifecycle Campaigns, Lead Nurturing, Segmentation, Trigger-Based Automation, Smart Campaigns

Analytics & Operations: A/B Testing, Campaign Reporting, QA Systems, UTM Tracking, Performance Optimization, Workflow Documentation, Cross-Functional Collaboration

AI & Workflow Tools: ChatGPT, Microsoft Copilot, DaVinci Resolve AI Tools, AI-Assisted Workflow Optimization, AI-Enhanced Content Ideation

Design & UX: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro), Canva, IconScout Apple Creator Studio, UX/UI Design

Tools: Azure DevOps, Slack, Microsoft Office Suite, Google Workspace,

Operating Systems: macOS, Windows

Languages: English (Native), Spanish (Fluent)

EXPERIENCE

Marketing Operations & Creative Projects | Self-Employed

Remote *Feb 2025 – Present*

- Manage independent marketing, creative, and operational projects while coordinating workflows, production timelines, and customer communication
- Utilize AI-assisted workflows including ChatGPT and Microsoft Copilot to support workflow organization, creative ideation, and operational efficiency
- Oversee project execution, fulfillment coordination, and process optimization across multiple concurrent workstreams
- Maintain operational organization and quality control while balancing creative production and business priorities

Email Marketing Specialist | LeadingResponse

Remote *Nov 2021 – Jan 2025*

- Managed high-volume Marketo campaign operations supporting 30+ monthly deployments across multiple B2B verticals, overseeing setup, QA, scheduling, automation workflows, reporting, and launch execution in fast-paced marketing environments
- Built scalable QA systems, internal documentation, and deployment workflows that reduced QA errors, improved operational consistency, and increased launch efficiency
- Configured Marketo Smart Campaigns, trigger-based automations, flow steps, segmentation logic, scheduling, and UTM tracking to support accurate deployment and attribution
- Led structured A/B testing initiatives across subject lines, CTAs, and campaign layouts that improved engagement metrics and supported data-driven optimization decisions
- Utilized AI-assisted workflows with ChatGPT and Microsoft Copilot for campaign ideation, workflow documentation, subject line testing, and marketing content refinement

- Partnered with Marketing, Product, and IT teams to streamline deployment workflows, troubleshoot technical issues, and improve campaign launch efficiency
- Designed and optimized UX-focused email templates using Adobe Creative Suite and Canva to improve readability, engagement, and brand consistency
- Maintained reliable campaign execution in a fast-paced, high-volume marketing environment

Email Marketing Specialist | Liron Lighting LLC
Houston, TX *Aug 2017 – Apr 2021*

- Managed and optimized 100+ email campaigns while refining layouts, branding, and UX strategies to improve click-to-open performance
- Analyzed campaign engagement metrics and delivered optimization recommendations for newsletters, product campaigns, FAQs, and sales assets
- Developed a scalable company-wide email style guide to maintain consistent branding, UX standards, and campaign presentation
- Contributed to digital marketing initiatives that increased sales by 20%
- Partnered with Product, Sales, and Marketing teams to support new product launches and promotional campaigns

Graphic Designer | Doorstep Digital
Houston, TX *Jan 2015 – Jul 2017*

- Managed digital asset archiving, editing, and formatting using Adobe Creative Suite
- Collaborated with production and editorial teams to meet deadlines and maintain organized cloud-based asset management
- Coordinated client deliverables, storage solutions, and equipment upkeep to support daily operations

EDUCATION

Bachelor of Fine Arts | University of Houston
Minor in Business Foundations
Dean's List • GPA: 3.66

PROFESSIONAL DEVELOPMENT

- Currently pursuing Microsoft Azure Introduction to AI Certification. Learning Microsoft Foundry for AI workflow and application development
- Working toward Adobe Marketo Engage Business Practitioner Professional Certification