

# Alexis Franklin

## Email Marketing Manager & Digital Designer

214.514.7391 | alexis@dexterouscreative.com | Dallas, TX | dexterouscreative.com

### Profile

Driven by the belief that the right email at the right moment can change how someone experiences their healthcare, Alexis Franklin is a creative director and marketing technologist with 20+ years building brand systems and the campaigns that deliver them. Alexis designs the email, writes the SQL behind the audience, and owns the journey in between. Clients have included Wikimedia Foundation, The World Bank, and American Airlines. Currently building lifecycle and loyalty programs in Salesforce Marketing Cloud for a portfolio of 10M+ contacts. Dedicated to translating complex healthcare and mission-driven content into high-performing campaigns. Specializing in email design that is responsive, accessible, and built to convert, alongside HTML development, audience segmentation, and automation.

### Core Competencies

**Email Marketing Strategy:** Lifecycle marketing, audience segmentation, personalization, automation workflows, campaign optimization, A/B testing support, deliverability and list hygiene, CAN-SPAM/TCPA compliance

**Email Design and Development:** Responsive HTML/CSS email templates, mobile optimization, modular design systems, accessibility-focused design, cross-platform QA, Litmus and Email on Acid testing

**Marketing Automation and Operations:** Salesforce Marketing Cloud (Email Studio, Automation Studio, Journey Builder, Contact Builder), HubSpot, Pardot, SendGrid, Amazon Pinpoint, Mailchimp, Brevo

**Data and Analytics:** SQL query development, audience segmentation logic, data extension configuration, Google Analytics, KPI tracking, performance reporting, database hygiene

**Design and Creative:** Brand systems, visual identity, typography, visual storytelling, presentation design, modular asset libraries, motion graphics, video production, Adobe Creative Suite, Figma, Canva

**AI and Generative Tools:** Adobe Firefly, Adobe Generative Fill, Midjourney, Canva AI, Claude, ChatGPT — applied across concepting, rapid iteration, copy generation, and campaign support

**Collaboration and Operations:** Cross-functional project management, developer partnership, client communication, ClickUp, Asana, Jira, Google Workspace, Slack

### Key Production Metrics

- 67+ brand-compliant email and marketing assets built in four months as sole designer following full design team restructuring at a digital health company
- 50% reduction in marketing production workload through modular template library development and systematic asset standardization
- 44K+ member win-back segment identified and built by surfacing unredeemed loyalty credits across five program years in a previously unaddressable population
- ~20% year-over-year improvement in email open rates through responsive template redesign and automated workflow implementation
- \$4.5M+ in institutional funding supported through email and visual communications for mission-driven organizations
- Applied generative AI tools across brand concepting, rapid iteration, copy generation, proposal writing support, and campaign development

### Education

Associate's Degree in Digital Imaging | Eastfield College

### Certifications & Ongoing Learning

HubSpot Email Marketing Certified (2025)

Marketing Cloud Engagement Contact Management Badge (2025)

Marketing Cloud Engagement Data Management Badge (2025)

Data Management Fundamentals Badge (2025)

SQL Fundamentals Training — Query building, filtering, joins, and data manipulation Badge (2025)

Salesforce Marketing Cloud (SFMC) Certification Track — In Progress

## Experience

### **Lead Automations Specialist | Westgate Resorts (Contract) | November 2025 to Present**

Email and lifecycle marketing operations, Salesforce Marketing Cloud

- Own audience strategy and build for triggered and batch email/SMS programs reaching timeshare owners, from requirements intake through deployment in Automation Studio
- Architect segmentation logic for lifecycle journeys including loyalty tier upgrades, ownership transfers, and expired-benefit win-back; partner with journey owners to translate business rules into validated audience criteria
- Identified and built a 44K-member win-back segment surfacing unredeemed loyalty credits across five program years, a population the team previously had no way to target
- Led database remediation reducing a ~10M contact file toward a 3.5M contracted target; scoped retention rules across leads, contacts, and subscribers and secured governance sign-off on deletion logic
- Drive deliverability and list hygiene through bounce-based suppression rules and consent/TCPA compliance in every audience build
- Serve as technical partner to campaign managers and platform admins, with queries reviewed and approved before release

### **Founder and Creative Director | Dexterous Creative | November 2019 to Present**

Independent studio serving healthcare companies, global nonprofits, and mission-driven organizations across email marketing, brand systems, and digital campaigns.

- Designed and developed dynamic, mobile-responsive email templates in HTML/CSS and Adobe Creative Suite, ensuring seamless rendering across Gmail, Outlook, Apple Mail, and mobile clients with WCAG-compliant accessibility standards
- Built automated lifecycle campaigns with Salesforce Pardot and HubSpot, creating modular template libraries for scalable, brand-consistent campaigns across multiple client brands and lifecycle stages
- Managed multiple concurrent email marketing campaigns, coordinating with cross-functional teams to ensure timely delivery and performance optimization

### **Design Principal | 98point6 (Contract) | June 2020 to May 2024**

Sole designer for a rapidly scaling digital primary care company following full design team restructuring. Served as primary design execution resource and de facto email marketing lead for all campaigns.

- Designed and coded responsive email templates deployed via SendGrid and Amazon Pinpoint, supporting user lifecycle campaigns from onboarding through retention
- Built modular library of 67+ brand-compliant assets within four months, reducing marketing production workload by 50%
- Supported implementation of A/B testing on subject lines, preheader text, and content variations, contributing to data-driven campaign optimization
- Integrated Salesforce Pardot lead capture with targeted lifecycle communications, collaborating with marketing team on testing strategies to improve user engagement
- Translated complex healthcare technology content into accessible patient-facing communications across email, web, and print channels

### **Art Director | Cadasta Foundation | October 2015 to November 2019, ongoing advisory**

Built email marketing program from the ground up for an international nonprofit operating across 15 countries, establishing analytics infrastructure where none previously existed.

- Designed responsive HTML email templates with automated workflows, improving open rates approximately 20% year over year
- Built and implemented Google Analytics tracking for email and web, creating the organization's first performance dashboard and KPI framework
- Collaborated with international teams across Africa, Asia, and Europe ensuring cultural sensitivity and regional alignment across global campaigns
- Visual and email communications contributed to securing \$4.5M in institutional funding from partners including Omidyar Network and UK Aid

### **Web and Presentation Designer | Allrecipes / Meredith Corporation | November 2010 to October 2015**

- Designed email campaigns, marketing materials, and digital assets for one of the world's largest food media brands.
- Designed and illustrated responsive email campaigns using Adobe Creative Suite, ensuring brand standards and UX principles across global communication for major CPG partners including Kraft, General Mills, and Kellogg's