

MARKUS HARRISON

Email Developer | HTML Email Specialist | Web Content Specialist

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PROFESSIONAL SUMMARY

Results-driven Email Developer and career-transition professional with a strong foundation in responsive HTML email development, marketing automation platforms, and web content. Skilled in table-based layouts, inline CSS, MJML, accessibility, and cross-client compatibility, including Outlook, Gmail, and Apple Mail. Certified in Klaviyo, HubSpot Email Marketing, and Iterable. Demonstrated ability to self-teach complex technical skills while working full-time, bringing the same discipline, loyalty, and attention to detail built over 16 years at Costco to a new career in email development.

TECHNICAL SKILLS

Languages: HTML5, CSS3 (Inline Styling), JavaScript, MJML

Email Platforms: Klaviyo, HubSpot, ESP Development, Email Automation

Design & Tools: Figma, Git / Version Control, Google Analytics

CMS Platforms: Shopify

Specialties: Responsive Design, Media Queries, A/B Testing, Segmentation, Deliverability Optimization, Accessibility (alt text, semantic structure), Cross-Client Compatibility

CERTIFICATIONS

Email Marketing Certification — HubSpot Academy | 2025

Klaviyo Deliverability Certification — Klaviyo Academy | 2025

Klaviyo Product Certification — Klaviyo Academy | 2025

Iterable Foundations Certification — Iterable | 2025

RELEVANT PROJECTS

Costco Business Delivery — Promotional B2B Email

Rebuilt a real-world Costco Business Delivery promotional email from scratch using HTML, CSS, and MJML. Focused on responsive layout, table-based structure, inline styling, and cross-client rendering compatibility across Outlook, Gmail, and Apple Mail.

Personal Portfolio Website

Designed and developed a personal portfolio site using HTML and CSS to showcase email development projects. Built with a clean structure, a responsive layout, and a focus on professional presentation of work samples.

Transactional & Promotional Email Templates

Developed a series of responsive HTML email templates replicating real-world transactional and promotional use cases. Emphasized scalability, maintainability, and accessibility best practices throughout.

PROFESSIONAL EXPERIENCE

Email Marketing Developer

Freelance @nostalgic_rags | Remote | May 2026 – Present

- Architected and built a full Klaviyo email marketing program for a women's resale boutique specializing in one-of-one thrifted finds.
- Developed a "Drop Model" email strategy including welcome series, new arrival announcements, sourcing story campaigns, and last chance urgency flows.

- Hand-coded all responsive HTML email templates using MJML, optimized for mobile-first audiences.
- Building and growing email subscriber list from 0 via Instagram bio CTA and Vinted integration. *Currently in the launch phase.*
- Tracking campaign performance metrics including open rates, click-through rates, and subscriber growth. *Results ongoing.*

Commercial Delivery Driver

Costco Business Center | DFW, TX | *February 2009 – Present*

- Delivered an average of 50–60 B2B shipments weekly, consistently maintaining a 99% on-time delivery rate across a high-volume route.
- Built and maintained strong relationships with business members, proactively resolving delivery issues and consistently exceeding customer satisfaction expectations.
- Optimized delivery routes using GPS technology, reducing mileage by 8% and contributing to lower fuel costs and improved operational efficiency.
- Maintained meticulous records of delivery routes and customer details, reducing delivery errors and improving route reliability.
- Demonstrated crisis management and quick decision-making under pressure, including handling an on-route vehicle emergency with no injuries and zero disruption to member deliveries.
- Upheld a spotless driving record with full adherence to all traffic regulations and safety protocols throughout 16 years of service.

Retail Cashier

Pavilions / Vons | Torrance, CA | *July 2006 – January 2009*

- Progressed from cart attendant to cashier, processing 80–100 transactions per shift with a high level of accuracy and efficiency.
- Achieved a 95% customer satisfaction rating based on post-transaction feedback by resolving inquiries and complaints effectively.
- Implemented a new scanning technique that reduced transaction times by an estimated 10% while maintaining accuracy.

Retail Stock Associate

Target | Torrance, CA | *February 2005 – June 2005*

- Stocked and organized merchandise across a 50,000 sq ft retail space, ensuring shelves were consistently fully stocked and visually appealing.
- Assisted with inventory management by accurately receiving and verifying shipments, reducing discrepancies by an estimated 10%.
- Supported team goals by consistently meeting daily sales targets through effective product placement and customer engagement.

EDUCATION

Business Management — Coursework

El Camino Community College | Torrance, CA