ALLEN CHAN

LinkedIn | allen-chan.com | allenchan.nj@gmail.com | 908-344-2385

Professional Experience

Harry's Inc.

Manager, Email Development (2021 – Present)
Email Developer (2018 – 2021)

» Successfully migrated Harry's regional account lifecycle and transactional emails from Braze to Klaviyo, achieving a $40k annual cost reduction while increasing email volume by 25%. This transition leveraged Klaviyo's superior Shopify integration, real-time revenue tracking, simplified data management, and cross-brand efficiency.

» Manage email development for Harry's Inc. across North America, primarily focusing on the Harry's brand while supporting other company brands.

» Configure marketing campaigns and lifecycle flows within Braze to optimize user journeys and engagement.

» Leverage Liquid language to implement dynamic content and manage reusable content block libraries, ensuring consistency and efficiency across multiple channels from a centralized location.

» Oversee end-to-end email campaign execution, including coding, slicing, quality assurance, spam testing, and deployment.

» Develop and maintain reusable email templates and content blocks to improve efficiency and maintain consistency.

» Establish and document email best practices, ensuring adherence to industry standards while educating cross-functional teams.

Iris Worldwide

Sr. Creative Engineer (2016 – 2018)
Creative Engineer (2015 – 2016)
Developer (2011 – 2015)

» Managed CRM programs and email campaigns for multiple brands.

» Created automations and custom journeys within Salesforce Marketing Cloud.

» Led an overseas tech team, providing direction and best practices on email development.

» Developed full email campaigns from concept to deployment, including coding, slicing, Litmus QA, spam testing, and analytics.

» Built fully responsive websites, microsites, and landing pages.

» Spearheaded adoption of responsive design, mobile-first, and adaptive design principles.

» Recommended and implemented usability standards to enhance digital experiences.

Experian Cheetahmail
Email Developer (2010 – 2011)

» Coded and optimized HTML emails for improved performance and deliverability.

» Developed mobile-friendly email templates.

» Managed multiple daily projects efficiently to meet tight deadlines.

Minyanville – Contract, Online Art Designer   2009 – 2009
Condé Nast – Interactive Designer   2008 – 2008
TheStreet.com – Designer   2007 – 2008
Vonage – Web Developer & Designer II   2005 – 2006

Skills

CRM / Email Marketing Automation Platform

» Braze

» Salesforce Marketing Cloud (ExactTarget)

» MailChimp

» Campaign Monitor

Email Tools/Platforms (Testing & Deliverability)

» Litmus

» Email on Acid

» Edatasource (Sparkpost)

» Return Path

Project Management Platforms

» Jira

» Airtable

» Asana

Certification

» Klaviyo deliverability certificate

» Klaviyo developer certificate

» Klaviyo product certificate

» Braze – Liquid 102

» Braze – Email Deliverability

» Braze – Dynamic Personalization with Liquid

» Salesforce Marketing Cloud Email Specialist