JEREMIAH MATOS

Email Developer | Salesforce Marketing Cloud

PROFESSIONAL PROFILE

Experienced Email Developer with expertise spanning Salesforce Marketing Cloud (SFMC) development and production web engineering. Hands-on experience with AMPscript, Content Builder, Journey Builder, Automation Studio, data extensions, dynamic personalization, and cross-client testing using Litmus and Email on Acid. Proven experience developing and deploying campaigns for major brands, including AAA and Toyota, complemented by professional PHP, WordPress, CI/CD, and automation experience.

CONTACT DETAILS

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Miami, FL 33014

TECHNICAL SKILLS

EMAIL DEVELOPMENT
HTML, CSS, Responsive Email, Dynamic Content, Personalization, Cross-Client Testing, Accessibility

SALESFORCE MARKETING CLOUD
AMPscript, Content Builder, Journey Builder, Automation Studio, Data Extensions, Email Studio

TESTING & DESIGN
Litmus, Email on Acid, Figma, Adobe XD

WEB DEVELOPMENT
PHP, WordPress, JavaScript, Composer

DEVOPS & TOOLING
Git, GitHub/GitLab, CI/CD, WP-CLI, Terminus, Bash, Docker, Lando, Pantheon, Jira

EDUCATION

The University of Tampa

Bachelor of Science: Occupational Therapy Sciences

EXPERIENCE

Pace Communications | 2021 - Present
Greensboro, NC | Remote

Backend Developer | 2025 – Present

- Develop, maintain, and deploy production WordPress applications using PHP in Composer-managed environments hosted on Pantheon.
- Build custom WordPress MU-plugins and manage application dependencies, including WordPress core, themes, and internal and third-party plugins through Composer.
- Support CI/CD and deployment workflows using Git, WP-CLI, Terminus, and Bash across multiple production projects.
- Independently developed and launched a production WordPress website for a nonprofit client, owning development through deployment.
- Built a Bash automation workflow to execute Composer updates across multiple projects from centralized configuration, integrating Jira and Box APIs to automatically document results and update project tickets.

Email Developer | 2021 - 2025

- Developed and deployed responsive email campaigns for major brands, including AAA and Toyota.
- Built dynamic, personalized experiences using AMPscript, Content Builder, SFMC data extensions, and subscriber data.
- Built and managed SFMC campaigns using Journey Builder and Automation Studio, including audience workflows, testing, scheduling, and deployment.
- Performed cross-client QA with Litmus and Email on Acid, troubleshooting rendering across major clients and devices.
- Contributed to programs that increased engaged members 11.5% YoY, revenue 19% YTD, email-driven site visits 50% YoY, and emails delivered 27% YoY.