

Eldon Hernandez

Portfolio: <https://blockchain.eldonhernandez.com>
LinkedIn: <https://www.linkedin.com/in/eldonhernandez/>

Email: eldonhernandez@gmail.com

(212) 300-7614

Miami, FL

TECHNICAL SKILLS

HTML5 • CSS3 • JavaScript • Ethereum • Solidity • React • Typescript • NextJs • Node • TailwindCSS • IPFS • Git • Github • Agile Development Process • Unit Testing • Code Review • Problem-solving • Detail-oriented mindset • Thorough Unit Tests • Critical Thinking • Team Collaboration • Responsive Design • API Integration • Code Documentation • Email Campaign Management • Marketing Analytics

SUMMARY

Passionate about blockchain technology, I am actively seeking a role as a Blockchain Developer, leveraging over a decade of expertise in front-end development, API integration, and code documentation. With a Certified Blockchain Developer credential from Dapp University, I possess a robust understanding of maintaining high-quality, maintainable code while collaborating seamlessly with back-end developers. Proficient in HTML/CSS, and JavaScript, I specialize in optimizing user interfaces for responsiveness and cross-browser compatibility, ensuring exceptional user experiences.

WORK EXPERIENCE

Sr. Content Manager/Developer | Royal Caribbean Cruise Lines | Miami, FL | Dec 2023 – June 2024

- Design, build, run and analyze personalized experiences using Adobe Target.
- Create and curate product content for guest commerce and ensure site accuracy, appropriateness, and relevancy across International markets.
- Support backend integration and maintain graphic standards and branding throughout the UI.
- Produce a consistent creative identity that can be used as a model for all ongoing content development.
- Prepare images to be used across multi-channel campaigns.
- Identify new technologies that can add additional visual display capabilities and enhance site usability.
- Monitor web campaigns, report results, and provide recommendations on how to improve performance through optimizations.

AutoNation | Email Developer/Marketing Specialist | Jun 2023 - Oct 2023

- Developed and optimized front-end interfaces, enhancing responsiveness and user experience while collaborating with back-end developers for API integration.
- Translated product requirements into high-quality designs, authored well-documented, maintainable code, and managed email campaign operations to ensure compliance with regulations and high deliverability standards.

Silversea Cruises | Miami, FL Email Designer/Developer | Nov 2020 - Aug 2023

- Collaborated closely with cross-functional teams to craft compelling email messaging and visuals, integrating front-end components with APIs and back-end services to facilitate seamless functionality.
- Managed the email campaign lifecycle, including calendar scheduling, quality assurance, and timely deployment, while maintaining cross-browser compatible email templates.

Thrivent | Email Development/Marketing Specialist | Jun 2020 - Sep 2022

- Developed and modified responsive email templates and landing pages leveraging HTML/CSS, ensuring alignment with marketing strategies and brand standards.
- Monitored and analyzed email campaign performance metrics to inform future marketing strategies, ensuring front-end code was cross-browser compatible and accessible.

Royal Caribbean | Web/HTML Email Developer | Miami, FL | Nov 2019 - Feb 2020

- Developed and deployed HTML email marketing campaigns, monitored campaign analytics, and utilized data-driven decision-making for optimal performance.
- Ensured meticulous testing and quality control for enhanced user engagement, utilizing Salesforce Marketing Cloud for campaign management

Publicis Sapient | Email/Web Developer | Miami, FL | May 2019 - Nov 2019

- Developed responsive HTML/CSS emails with rigorous testing to ensure cross-browser compatibility and adherence to accessibility standards.
- Managed code configuration and releases using IBM Acoustic/SilverPop, providing production support including timely bug fixes and documentation.

Norwegian Cruise Line | Web/Email Developer | Miami, FL | Mar 2019 - Apr 2019

- Developed and maintained responsive emails, websites, and landing pages utilizing HTML/CSS with LESS/SASS, ensuring cross-browser compatibility and adherence to web accessibility standards.
- Collaborated with Marketing Analytics team to execute A/B tests and manage email list segmentation for targeted campaigns.

Kaiser Permanente | Web/Email Developer | Los Angeles, CA | Aug 2014 - Nov 2018

- Developed clean, well-documented HTML/CSS code for email marketing campaigns, emphasizing mobile-responsive features for enhanced user engagement.
- Collaborated with back-end developers to integrate front-end components with APIs and services, resulting in seamless functionality and efficient code.

Los Angeles Times | Front End Web Developer/Email Developer | Los Angeles, CA | Aug 2012 - Aug 2014

- Developed and maintained accessible, cross-browser compatible front-end code for email campaigns and events department websites, utilizing HTML/CSS and WordPress.
- Developed accessible, cross-browser compatible front-end code for email campaigns and event department websites, collaborating with back-end developers to integrate APIs and services.

EDUCATION

City College of New York	New York, NY
Bachelor of Arts, Communications, Film and Video	New York, NY
Chubb Institute	
Multimedia and Graphic Design Degree	Miami, FL
Shaw Academy	
Professional Diploma in Digital Marketing	Miami, FL
Dapp University	
Certified Blockchain Developer	