



Lewis "Alex" Bean

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Summary: Dynamic, self-motivated digital native with exceptional communication and organizational acumen, a passion for technology, and an enthusiasm for the web & email. Looking to join a creative and innovative SaaS team to apply my technical skills and further my experience in digital marketing and product design.

Skillset: Email HTML/CSS Development & Design, Graphic Design, Project Management, SaaS Onboarding and Technical Account Management, Basic technical understanding of APIs and integrations, WordPress CMS Website Development, Search Engine Marketing & Optimization, Web Analytics and Reporting, User Experience Design, Print Media Layout & Publication, and Digital Photography/Video.

Education: Bachelor of Arts (BA), Political Science, [Reed College](#), Portland, OR (May, 2004); Continuing Education Design Track, [School of Visual Arts](#), Manhattan, NY (Summer 2007): Adobe Photoshop, Illustrator, InDesign, Dreamweaver and Digital Photography.

Recent Work Experience:

Senior Client Experience Manager

[Movable Ink](https://movableink.com/) (<https://movableink.com/>) • New York, NY (Jan. 2022 - Dec. 2022) • 1 year (remote)

- Manage portfolio of 10 accounts with over \$2 million in ARR; Drive adoption and provide product training; Oversee day-to-day relations with clients and partners; Provide first level of technical support and ticket submission; Collaborate on strategy roadmaps and onsite QBRs to help achieve marketing goals using personalized content.
- Interact with cross-functional teams including: Customer Success, Solutions Development, Support, Product Development, Sales and Strategy.
- Lead Senior CX using new Artificial Intelligence platform Coherent Path (acquired Feb. 2022).
- Primary Tools: Movable Ink platform, Coherent Path (Da Vinci), Slack, Zendesk, Postman, Asana, Basecamp, Adobe CS, VSCode, Google Workspace, Airtable.

Digital Production Manager / Technical Marketing Coordinator

[flexEngage](https://www.flexengage.com/) (<https://www.flexengage.com/>) • Manager • Orlando, FL (Oct. 2018 - Jan. 2022) • 3 years 4 months (remote)

[flexReceipts](https://www.flexreceipts.com/) (<https://www.flexreceipts.com/>) • Coordinator • Orlando, FL (Oct. 2017 - Oct. 2018) • 1 years 1 months

- Oversee the full production cycle of rich HTML/CSS/JS digital receipts; Manage fully-remote email Digital Production team of 3; Lead developer of modular design system and custom layouts; Project kickoffs and goal setting with clients; Technical support of product; QA of monthly platform releases; Integration and testing of 3rd-party APIs; Onboarding project management and agile/scrum methodologies.
- Interact with cross-functional teams including: Customer Success, Engineering, Marketing, Sales and VPs.
- YC-backed startup rebranded to flexEngage in 2019; Acquired by Klarna in 2022.
- Primary Tools: flexEngage platform, Visual Studio Code, Slack, Postman, Glock Apps, MX Tools, Asana, Trello, Jira, Bubble, Adobe CS, Google Workspace.

Email Marketing Specialist / Strategist (Various VPN/CDN/Usenet Divisions)

[Stackpath](https://www.stackpath.com/) (https://www.stackpath.com) • Winter Park, FL (Aug. 2017 - Oct. 2017) • 3 months (remote)

[Omicron Media, Inc.](http://omicronmedia.com) (<http://omicronmedia.com>) • Winter Park, FL (Feb. 2017 - Oct. 2017) • 9 months

[Highwinds](http://highwinds.com) (<http://highwinds.com>) • Winter Park, FL (Oct. 2015 – Feb. 2017) • 1 year 5 months

- Create, deliver and manage the execution of email strategy; Subscriber list creation and segmentation; Template design and testing; Content development with sales and marketing teams; Testing and troubleshooting of HTML emails.
- Primary Tools: Sendgrid, HubSpot, MX Tools, Kickbox, Litmus, Trello, Asana, Adobe CS, Google Workspace, Corporate CDN, VPN clients, Usenet clients.

Previous work experience & references available upon request.