

L. Alex Bean

Email & Digital Production Developer | labean.org • Orlando, FL • Remote-Friendly

SUMMARY

Email & Digital Production Developer with 10+ years building responsive, dynamic templates for high-volume marketing and transactional programs. Specialize in modular Handlebars/JSON systems on the PINE framework, with deep cross-client rendering expertise — Outlook MSO workarounds, dark mode, and Gmail/Apple Mail consistency.

CORE SKILLS

Email Development: HTML, CSS, Handlebars.js, JSON, PINE framework, hybrid/fluid layouts, MSO/VML conditionals, dark mode (prefers-color-scheme), modular template architecture, accessibility

Languages & Tools: JavaScript, RegEx, Git, Chrome DevTools, Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Litmus, Email on Acid

Platforms & Domains: WordPress, Movable Ink, Mailchimp, Jira, Confluence; transactional email, digital receipts, personalization, CMS workflows, SEO/analytics

AI-Assisted Workflow: Claude, ChatGPT — code review, debugging, RegEx generation, technical documentation

EXPERIENCE

Email Developer (Digital Production Developer) Nov 2024 – Present

flexEngage, Inc. — Orlando, FL

- Build dynamic transactional email and digital receipt templates using HTML, CSS, Handlebars, and JSON on the PINE responsive framework.
- Engineer modular components that support personalization and ROI tracking while rendering consistently across Outlook, Gmail, Apple Mail, and mobile clients.
- Resolve complex cross-client and dark-mode rendering issues with MSO conditionals, hybrid coding, and prefers-color-scheme strategies.
- Contribute to internal tooling and documentation that improves production speed and QA reliability.

Associate Product Manager — Digital Production May 2023 – Nov 2024

Disney Parks, Experiences and Products — Orlando, FL

- Owned creative and technical production workflows for Disney Signature Experiences across CMS, Jira, and cross-functional teams.
- Ran Agile rituals and coordinated handoffs across creative, technical, and business teams to keep multi-brand site launches on schedule.

Senior Client Experience Manager Jan 2022 – Dec 2022

Movable Ink — New York, NY (Remote)

- Managed \$2M+ ARR across 10 enterprise clients, guiding personalization strategy and technical onboarding.
- Led enablement on AI-driven content tools (Coherent Path), translating marketing goals into dynamic-content production requirements.

Digital Production Manager Oct 2018 – Jan 2022

flexEngage, Inc. — Orlando, FL

- Led digital receipt and transactional email production for major retail clients — managing template development, QA, personalization, and launch support.
- Streamlined testing workflows and established reusable HTML modules that scaled brand-accurate delivery across an expanding client base.

Technical Marketing Coordinator Oct 2017 – Oct 2018

flexReceipts, Inc. — Orlando, FL

- Designed custom email receipts, tracking integrations, and client-specific marketing modules; maintained asset libraries and production documentation.

Earlier Experience — Email Marketing · Digital Editor · Producer 2012 – 2017

StackPath · Omicron Media · Highwinds · Bonnier Corporation

- Designed, deployed, and optimized email campaigns, newsletters, and CMS-driven site updates across multiple brands; built scalable templates and managed campaign execution.

SELECTED PROJECTS

- Receipt Lab — Internal browser-based environment for rendering Handlebars email templates against JSON payloads, with preview modes and export workflows for faster QA. Prototyped using AI-assisted development (Claude, ChatGPT).
- Block Studio — Modular email production concept for building, testing, and exporting reusable transactional email components. Designed with AI-assisted pair programming to shorten iteration cycles.
- DarkPrefer (Chrome extension) — Streamlines dark mode QA by toggling prefers-color-scheme behavior for email and front-end testing.