

Shani Nestingen

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Senior Email Developer | Lead Email Developer | Email Developer

Demonstrated expertise as a thought leader in changing landscape of enterprise email and diversity in customer communications by speaking as Subject Matter Expert (SME) at various events, including SparkPost Inbox Expo, Email Evolution Conference, and Co-speaking with KC Skinner at Litmus Live 2019.

Core Competencies

- Digital Marketing
- PMLC
- Customer Experience (CX)
- Strategic Planning
- Graphic Design
- Photo Editing
- Email Design
- Litmus Email Testing
- Research and Analysis

Professional Experience

Target, Minneapolis, MN

Lead Email Product Designer/Developer

May 2019 – Present

- Contributed to cost savings of \$51M by reducing Operation Communications team's overall contacts per order by 24%
- Built and launched Payment Mod emails resulting in ~\$1M in sales revenue
- Collaborate with key stakeholders to develop dynamic digital order messaging, improving email Contacts Per Order (CPO) by 0.04%, reducing Alt Pickup CPO by 21% and Window extension CPO by 43%
- Conducts pilot testing, including \$650k in savings working with cross-functional teams to implement return barcodes and Virtual Content Delivery (VCD) email experiences while accelerating elimination of pack slips
- Continuously improve customer empathy and clarity messaging by co-leading E-mail Empathy Workshop to define tone of post-order emails, including information on limited stock, canceled items, store capacity, and hours
- Facilitate end-to-end A/B testing by using Salesforce Marketing Cloud and Litmus tools to enable quick transitions based on feedback & learning
- Mentor junior designer in creating front-end HTML design by following through on delivery and implementing best practices

Senior Email Product Designer/Developer

Mar 2017 – May 2019

- Spearheaded migration project by transitioning 100+ templates to new Email Service Provider (ESP)
- Led Email Journey Mapping Workshop to define positive and negative customer experience journeys
- Liaised with various teams across Target.com to design and develop cohesive operational email experiences for guests
- Researched and conducted tests to ensure emails were coded to render correctly and utilize responsive design and development for various digital platforms' accuracy and functionality
- Produced, proofed, and tested dynamic HTML emails that follow both brand and current code standards
- Create and consult on front-end email design systems by using AMPscript and data extensions to deliver best-in-class interactive, accessible customer messaging

Novu, LLC, Minneapolis, MN

Sr. Digital Media Designer & Developer

Jun 2016 – Mar 2017

- Designed and developed high-quality HTML emails, web banners, social media, website templates, viable graphics, and key deliverables for Marketing and Member Experience teams while adhering to brand standards

Additional Professional Experience

Novu, LLC, Minneapolis, MN – Digital Production Designer

Dec 2013 – Jun 2016

GovDelivery Inc, Minneapolis, MN – Web Management Specialist

Apr 2011 – Sept 2013

Certifications

Litmus, Certified Email Designer

Sep 2020

Skills

Salesforce, Salesforce Marketing Cloud (ExactTarget), Adobe Creative Cloud, Sketch, Abstract, HTML5, Photo Editing, CSS/CSS3, JavaScript, SQL, AMPscript, Google Analytics, WordPress, Eloqua, HubSpot, Constant Contact, MailChimp

Education

Full Sail University, Winter Park, FL – MFA in Media Design

The Art Institutes International Minnesota, Minneapolis, MN – BS in Multimedia & Web Design