

John Ballman

Columbia, MD | Hybrid/Remote | Email: jwballman@gmail.com | LinkedIn: linkedin.com/in/jballman

Summary

Email Operations and Program Lead with extensive experience managing enterprise-scale email programs from strategy through execution and optimization. Combines hands-on Salesforce Marketing Cloud expertise with strong capabilities in campaign planning, segmentation, and performance optimization. Trusted cross-functional partner and subject matter expert, known for delivering high-quality campaigns, aligning stakeholders, and improving engagement through data-driven decisions across multiple product lines concurrently.

Expertise

Email Program Operations & Workflow Management	Email Development (HTML, CSS, Responsive, Dark Mode)	UX/UI Design (Figma, Accessibility, Prototyping)
Email Calendar & Campaign Prioritization	QA Processes & Production Standards	A/B Testing & Performance Optimization
Salesforce Marketing Cloud	Lifecycle Campaign Execution	Documentation & Process Improvement
Cross-Functional Collaboration	Email Campaign Strategy	

Experience

Nielsen — Columbia, MD

Senior Email Developer & Email Marketing Lead | Jan 2016 – Present

- Own and lead enterprise-scale email communications across multiple product lines, partnering with cross-functional teams to plan, build, and deploy campaigns aligned to business objectives.
- Manage end-to-end campaign deployment through Journey Builder, including audience configuration, scheduling, QA validation, and post-send monitoring to ensure accurate and timely execution.
- Maintain email deliverability standards including list hygiene, suppression management, and inbox monitoring to ensure consistent inbox placement and sender reputation.
- Lead the evolution of scalable email production systems, including reusable templates, QA standards, and documentation to improve consistency and delivery efficiency.
- Act as a central partner across marketing, product, and development teams to translate requests into executable email solutions and ensure alignment from brief through deployment.
- Review and provide creative direction on UX/UI designs in Figma, ensuring alignment with accessibility standards, responsive behavior, user-centered design principles, and branding.
- Selectively hand-code and deploy complex responsive HTML emails within Salesforce Marketing Cloud, ensuring technical feasibility, accessibility, and cross-client reliability.
- Established QA processes and testing standards to reduce defects and ensure reliable campaign execution.
- Analyze campaign performance and guide segmentation strategy, targeting decisions, and lifecycle optimization efforts to improve engagement and campaign effectiveness.
- Write and edit email and SMS campaign copy across multiple product lines, ensuring brand voice consistency, audience relevance, and clear calls to action that drive subscriber engagement.
- Serve as a subject matter expert for enterprise email marketing best practices, advising stakeholders on segmentation, personalization, deliverability, and campaign structure.
- Partner with marketing and product teams to coordinate campaign timing, manage priorities, and ensure alignment across concurrent email initiatives.

Additional Experience

Direct Marketeers — Remote Founder / Creative Director

- Founded and operated an incorporated creative consultancy delivering email, web, and direct-response marketing solutions across healthcare, finance, and professional services clients
- Led end-to-end client engagements including strategy translation, creative direction, execution, vendor coordination, pricing, and delivery.
- Designed and developed email, web, and direct-response campaigns while maintaining long-term repeat client relationships.
- Managed business operations including contracts, invoicing, payroll, and financial oversight.

Dr. Sears' Center for Health and Wellness — Royal Palm Beach, FL Art Director

- Directed email, web, and direct mail communications across multiple product lines — supplements, fitness, books, and beauty — within a regulated healthcare environment.
- Increased landing page response by 20% and email-driven sales by 36% through improved design and UX.
- Established creative standards and unified brand guidelines across multiple divisions.
- Art-directed photo shoots and oversaw packaging redesigns for cohesive visual identity.

Creative Direct Marketing Group, Inc. — Torrance, CA Art Director

- Led creative concept and execution for integrated direct-response campaigns at a full-service agency across multiple concurrent client accounts spanning healthcare, finance, nutraceuticals, and direct-to-consumer industries.
- Led concept development and design for integrated campaigns, one of which achieved a 533% response increase year-over-year.
- Partnered with senior leadership to deliver high-impact creative solutions under tight deadlines.

Education

Graphic Design
Brooks College

Certifications

Visual Elements of User Interface Design (*From California Institute of the Arts*)

Litmus Certified Email Designer

Awards

IAC — *Best Family Email Campaign*

Davey Awards — *Silver, Direct Mail B2C*

MarCom Awards — *Gold, Direct Marketing*

IAC — *Best Investor Relations Online Campaign*

Testimonials

"John gets it — he understands the big picture, from deadlines to client needs, while delivering high-quality creative."
— Laura Chavez, VP of Growth Marketing

"A talented designer with a strong work ethic who always goes above and beyond."
— Lori Senger Olsen, Digital Marketing Consultant