

# John Ballman

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

## Summary

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**Senior Email Developer** with extensive experience building, deploying, and optimizing enterprise-scale email programs in Salesforce Marketing Cloud. Deep technical expertise in HTML, CSS, Dark Mode, AMPscript, Content Builder, and Journey Builder, combined with a strong background in cross-client rendering, accessibility, and scalable template systems. Trusted subject matter expert and cross-functional partner known for establishing standards, training teams, and driving continuous improvement across complex email programs.

## Expertise

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Email Development (HTML, CSS, Responsive, Dark Mode)	A/B Testing & QA strategy	Digital Marketing & Campaign Optimization
Salesforce Marketing Cloud (Content & Journey Builder, AMPscript, Automation Studio)	Web Design & Development (WordPress, JavaScript, PHP)	Print and Direct Mail Design
SQL (Basic)	UX/UI Design (Figma, Accessibility, Prototyping)	Brand Development & Visual Identity
	Creative Direction	Email Deliverability

## Experience

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**Nielsen** — Columbia, MD

Senior Email Developer and SFMC Specialist | Jan 2016 – Present

- Own the end-to-end email ecosystem for large-scale B2C communications, setting standards across strategy, design, development, QA, and optimization.
- Solve advanced technical challenges including complex dynamic content scenarios using AMPscript logic, create shared templates, and review cross-client rendering issues including Dark Mode, Outlook-specific limitations, and embedded media compatibility using Litmus and other email validation programs.
- Serve as a subject-matter expert for email best practices, advising cross-functional partners on platform capabilities, UX/UI patterns, deliverability considerations, and performance optimization. Ensure email communications align with operational standards required under third-party MRC accreditation.
- Lead the creation and evolution of modular, reusable email templates and design systems to improve consistency, accessibility, and production efficiency.
- Partner closely with marketing, product, analytics, and development teams to translate business and user requirements into scalable, high-performing email and web experiences.
- Review and provide creative direction on UX/UI designs in Figma, ensuring alignment with accessibility standards, responsive behavior, user-centered design principles, and branding.
- Build, deploy, and maintain campaigns and automated journeys using Salesforce Marketing Cloud Content Builder, AMPscript, and Journey Builder workflows.
- Interpret engagement performance data and provide recommendations that impact future campaign design, UX decisions, and execution strategy.
- Contribute strategic creative perspectives and PoVs to leadership discussions to influence product direction and communication strategy.
- Provide guidance, documentation, and training to enable team members and stakeholders to build and execute campaigns effectively within Salesforce.

## Additional Experience

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### **Direct Marketeers** — Remote

Founder / Creative Director | Mar 2020

- Founded and operated an incorporated creative and digital marketing consultancy, managing client intake, project prioritization, vendor coordination, and end-to-end delivery across multi-channel marketing initiatives.
- 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.

### **Nielsen** — Columbia, MD

Email Marketing Specialist (Contractor) | Dec 2015

- Built, tested, and deployed transactional, promotional, and informational campaigns in Salesforce Marketing Cloud (ExactTarget), ensuring responsive rendering across email clients and devices.
- Developed mobile-responsive HTML email templates in Content Builder to support scalable campaign creation by non-technical teams.
- Implemented AMPscript and dynamic content using subscriber attributes and Data Extensions to personalize messaging.
- Performed end-to-end campaign QA including personalization validation, link testing, rendering checks, segmentation verification, and send configuration.

### **Dr. Sears' Center for Health and Wellness** — Royal Palm Beach, FL

Art Director

- Directed all creative for websites, emails, trade show graphics, direct mail, and product packaging 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

- Managed a creative team producing direct-response print and digital campaigns.
- 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

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Graphic Design

Brooks College

## Certifications

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

Litmus Certified Email Designer