

Jason Rodriguez

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Writer, designer, and advocate for the web and email. Plans, designs, develops, and analyzes campaigns seen by millions of people and educates others on how to effectively do the same. Creates accessible and valuable content to educate people and grow businesses and communities.

Experience

Product Manager, Litmus Software, Inc. | 2016-Present

Oversees the development of new features for an industry-leading SaaS product, including:

- Conducting customer research and identifying opportunities for new features and products.
- Developing business cases and requirements and communicating those to other teams.
- Managing the design and development process through feature delivery.

Community Manager, Litmus Software, Inc. | 2013-2016

Helped grow an online community from zero to over 40,000 users and 10.3 million page views.

- Managed product development, introducing features like a public code snippets repository, free HTML email template marketplace, and an industry job board.
- Leveraged community resources for marketing and product improvements.
- Evangelized for the company and HTML email technology through community interactions, running multiple workshops, and speaking at industry events.

Frontend Designer & Email Specialist, Wambatech, Inc. | 2009-2013

Worked in an agency setting to design websites, internal web-based tools, and email campaigns.

- Built websites and email campaigns used monthly by millions of people.
- Analyzed and improved site and campaign performance to increase ROI.
- Specialized in HTML and CSS, with some JavaScript, jQuery, C#, and .NET.

Skills

Email Marketing, Design, and Development

I'm a recognized expert in email marketing, design, and development. I've published three books on email marketing and coding, articles for my own website and industry publications, taught over a dozen intensive workshops, and spoken at a number of industry events to thousands of professionals.

- Comprehensive understanding of email marketing laws like CAN-SPAM, CASL, and GDPR.
- Expert understanding of email marketing strategy throughout the customer lifecycle.
- Expertise in design and development, including responsive, animated, and interactive email.
- Experience with major ESPs including MailChimp, Campaign Monitor, Salesforce Marketing Cloud, Pardot, Eloqua, and Marketo.

Content Marketing and Content Strategy

I've worked both independently and as part of a team to devise content strategies that are focused on providing value for customers as well as driving business goals. My articles hold the #1 and #2 spots for most-viewed articles of all time on the Litmus blog.

- Developed personas, key metrics, and content-related business goals.
- Created content seen by millions, including blog posts, reports, infographics, videos, and podcasts.
- Experience with major publishing platforms like WordPress, Wistia, YouTube, and iTunes.

Speaking and Teaching

I love teaching others about email, the web, design, and coding, whether it's a complete beginner or the most seasoned of veterans.

- Taught over a dozen professional workshops and spoken at conferences in the US and over seas.
- Written three books which have been purchased by thousands of readers.
- Recorded a day-long workshop for Frontend Masters which has been released on Pluralsight.
- Love distilling complex ideas down to accessible presentations in Keynote or Powerpoint.

Web Design & Development

I'm a strict adherent to web standards and have built numerous websites by myself and as part of both large and small teams.

- Expertise in HTML and CSS, including HTML5 and CSS3 and common frameworks like Bootstrap, Foundation by Zurb, and Tachyons.
- Expertise in accessibility best practices, including semantic markup, WAI-ARIA, and designing for assistive technologies.
- Knowledge of cutting-edge design techniques including responsive web design, CSS animations, CSS flexbox, and CSS grids.
- Comfortable in any modern development environment, with experience in Visual Studio Code, Sublime Text, Atom, Emmet, Git, GitHub, and GitLab.

Publications

I've written for a number of industry-leading publications and blogs, as well as published three books on design and coding.

The Better Email on Design | Self-Published, 2017

HTML Email and Accessibility | CSS-Tricks, 2017

The Coming Revolution in Email Design | A List Apart, 2016

Professional Email Design | Self-Published, 2015

Modern HTML Email, Second Edition | Litmus Software, Inc., 2015

Riddle Me This: Marketers' Top Questions Answered | Target Marketing Magazine, 2015

Can email be responsive? | A List Apart, 2014

5 Top Email Designers Share the Tools They Can't Live Without | Campaign Monitor, 2014

Modern HTML Email, First Edition | Self-Published, 2013