

# KENNETH VAUGHN

Email Marketing Technologist

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www.bizactions.com



**04.2013** **Thomson Reuters** *New York, NY [telecommute from Easley, SC]*  
**07.2003** **Manager of Email Marketing Technology**

I joined BizActions in 2003, hired to rewrite an email marketing platform to increase scalability and deliverability as well as enhance security. I architected, designed, coded, and deployed version 3 of the platform, managing every aspect of the project: Linux server builds, PostgreSQL database design, ColdFusion coding, PMTA implementation. Version 3 allowed BizActions to increase its customer base by 150% and increase delivery output by over 400% with plenty of room still left for growth. It also increased engagement rates by over 300%. In 2008 I introduced unique and dedicated sending IPs/domains for every customer which improved deliverability and sending reputations for more than 95% of the customers. BizActions was acquired in February 2012 by Thomson Reuters. I spent the next year architecting and wireframing version 4 of the platform and transitioning the hardware and software to Thomson Reuters data centers.

**07.2003** **Goodwill Industries International** *Bethesda, MD*  
**02.2002** **Senior Web Developer**

I was hired by Goodwill Industries International (GII) in 2002 to manage all GII web properties. I improved security and data confidentiality by implementing a custom IP-secured intranet, added personalized application access, improved performance of existing intranet applications, and added new functionality and improved deliverability for GII email newsletters.

**09.2000** **Kellogg's** *Battle Creek, MI*  
**09.1999** **Senior Intranet Consultant**

I worked a one-year contract for Kellogg's, hired specifically to build an intranet for the W. K. Kellogg Institute for Food and Nutrition Research. I created multiple user-secured applications for the intranet, including: a shared document repository, a software repository with full license management, and an inventory control system that reduced ingredient waste by 10%.



## Email Marketing

Port25 PowerMTA, CAN-SPAM, CASL, SPF, DKIM, A/B & multivariate testing, bounce management, deliverability

## Web Development

ColdFusion, PostgreSQL, PHP, MySQL, HTML, CSS, Javascript, SDLC (RAD), Project Management



## Email Marketing\*

★ ★ ★ ★ ★ ●

## Web Development\*

★ ★ ★ ★ ★ ★

Social Media

★ ★ ★ ★ ★ ●

UX, UI, Wireframes

★ ★ ★ ★ ★ ●

Blogging, SEO

★ ★ ★ ★ ★ ●

Photoshop, Office

★ ★ ★ ★ ● ●



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- 04.2013** Thomson Reuters - New York, NY [telecommute from Easley, SC]  
**07.2003** **Manager of Email Marketing Technology**  
*Skills: Email Marketing, Port25 PMTA, SPF, DKIM, Adobe ColdFusion, PostgreSQL, PHP, MySQL, WordPress, Adobe Photoshop, HTML, CSS, Javascript, jQuery, KendoUI, Balsamiq Mockups, OmniGraffle, SDLC (RAD), Social Media Management, SEO, Project Management, Blogging, Mac OS/X, Red Hat Linux, Apache httpd, Nagios*
- 07.2003** Goodwill Industries International - Bethesda, MD  
**02.2002** **Senior Web Developer**  
*Skills: Adobe ColdFusion, SQL Server, Adobe Photoshop, HTML, CSS, Javascript, Allaire Spectra, Microsoft Exchange, Microsoft Windows, Project Management*
- 12.2001** coolfire.interactive - Detroit, MI  
**10.2001** **ColdFusion Consultant (contract)**  
*Skills: Adobe ColdFusion, SQL Server, HTML, CSS, Javascript, Microsoft Windows*
- 09.2001** Vision IT - Detroit, MI  
**10.2000** **Senior Web Developer (contract)**  
*Skills: Adobe ColdFusion, SQL Server, HTML, CSS, Microsoft Windows*
- 09.2000** Kellogg's - Battle Creek, MI  
**09.1999** **Senior Intranet Consultant (contract)**  
*Skills: Adobe ColdFusion, SQL Server, Adobe Photoshop, HTML, CSS, Javascript, Allaire Spectra, Microsoft Windows, Microsoft Office, Project Management*
- 08.1999** Equiva Services - Houston, TX  
**06.1999** **Web Applications Developer (contract)**
- 06.1999** Healthcare Village - Houston, TX  
**01.1999** **Web Developer (contract)**
- 12.1998** Enron Energy Services - Houston, TX  
**06.1998** **Senior Intranet Consultant (contract)**
- 06.1998** MacGregor Medical Association - Houston, TX  
**09.1996** **Manager of Web Technology**
- 08.1996** Stewart Title - Houston, TX  
**02.1996** **Web Developer (contract)**
- 02.1996** American General Corporation- Houston, TX  
**09.1995** **Web Developer (contract)**
- 09.1995** AI's Formal Wear - Houston, TX  
**09.1994** **COBOL Applications Developer**
- 09.1994** Universal Computer Systems - Houston, TX  
**01.1994** **COBOL Applications Developer**
- 12.1993** StyleKraft Furniture Studio- San Antonio, TX  
**07.1991** **DB/C Applications Developer**
- 07.1991** Mass Marketing - San Antonio, TX  
**02.1989** **Databus Applications Developer**