

# Marcorel J. Calitxe

*Developer / Marketer*

*Hartford, Connecticut*

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Hey there! I'm a tech-savvy developer and marketer who loves to create and maintain websites and web applications that cater to both clients and end-users. With my arsenal of language tools, I can craft content that resonates with your target audience and drives engagement.

But that's not all! I'm also an experienced email marketer who knows how to create killer email marketing strategies that get results. Whether you need to boost your open rates or increase your click-through rates, I've got you covered.

I'm all about balancing outcomes and creativity, so you can expect me to deliver results that are both effective and visually stunning. Plus, I'm a great team player with a diverse background in coding, graphic design, analysis, CRM, SEO, and SEM. So, if you're looking for a versatile and skilled developer/marketer who can help take your business to the next level, look no further!

## Experience

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● **Freelance Web Designer - Elim Labenie Home Care Agency** *August 2023 to Present*

- Created a custom website theme for the client by using XAMP with PHP back-end WordPress development.
- Use of HTML, CSS, JavaScript, jQuery, and Bootstrap to improve the theme proficiency
- Elementor was used to design and develop the website's responsiveness. and other plugins were also implemented
- RESTful APIs such as JSON were used to collect information requests for website data interactions
- Hosting platforms like Hostinger were utilized for various tasks including SSL, DNS, SSH, and Cache Management.
- Google Analytics and Yoast SEO for SEO purposes.
- Hubspot was implemented for CRM, CMS, and email marketing campaigns to increase website relevancy.

## Volunteer / Part Time Email Marketer - Catchafire

July 2022 to Present

- Set up email campaigns in Mailchimp and Klavio marketing automation.
- Used the Canva platform to design emails quickly and efficiently.
- Created sliced images for emails using Adobe Photoshop.
- Tested and ensured the quality of HTML emails using Litmus, Email on Acid, and Testi.at
- Created mobile responsive emails using HTML & CSS and optimized them for client platforms upon request.
- The LucidSpark platform was utilized to facilitate the implementation of ideas within the team.

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## Freelance Email Marketer - Hartford Missionary Baptist Church May to July 2022

- Employed neat, industry-standard HTML CSS code and designs,
- Email campaigns were created with the marketing automation tool MailChimp.
- Tested the emails on various platforms including Outlook, Webmail, Windows, and Apple using the Litmus platform.
- Photoshop was employed to cut and optimize images for HTML and CSS.
- Created responsive and mobile-friendly emails.
- Performed quality control on the last set of programmed emails before deployment. A/B segmentation was used to monitor performance.
- Delivered top-notch work while meeting all customer project criteria by the set dates.

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## Technical Skills

### Languages / Runtime

- HTML
- CSS
- JavaScript
- PHP
- AmpStrict
- Xamp
- Node JS
- Local
- Webpack
- Gulp

### Frameworks / Server

- Bootstrap
- JQuery
- SASS
- REACT
- My-SQL
- Git Github

### ESP's / Tools

- Hubspot
- MailChimp
- Constant C.
- SemRush
- Klaviyo
- Salesforce
- Adobe Photoshop
- Adobe XD
- Sketch
- Figma
- Wordpress
- Wix
- VSCode
- DreamWeaver

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## Certification

- Code Career Academy - Front End Engineer
- Free-Code-Camp - JavaScript Algorithms and Data Structures
- Free-Code-Camp - Responsive Web Design
- HubSpot Academy - HubSpot Email Marketing & CRM
- Klaviyo Academy - Product Certificate
- SF Marketing Cloud (Ongoing)

## Education

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- Bulkeley High School - Diploma
- Porter and Chester Institute - Electrical and Power Installers Certification