

Vicki Crescencio

Technical Team Lead | Marketing Operations Manager

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Results-driven Frontend Engineer and Marketing Operations Manager with 10+ years of technical expertise and progressive leadership experience in managing cross-functional teams, stakeholder relationships, and omnichannel campaign operations. Expert in bridging technical execution with business strategy, recently leading development teams and product initiatives that improve cost-effectiveness and reduce intake timelines by 60-70%. Proven track record of collaborating with distributed teams, consulting with stakeholders on technical best practices, and providing hands-on engineering support across email, in-app, and push-messaging platforms.

Core Competencies

- Marketing Operations & Product Management — Led campaign intake portal development, reducing timelines and improving omnichannel production efficiency
 - Team Leadership & Cross-Regional Collaboration — Managed distributed teams and stakeholder relationships across multiple time zones and departments
 - Omnichannel Campaign Management — Expert in managing email, in-app, and push-messaging frameworks across enterprise platforms
 - Technical Consulting & Engineering Support — Provided expert guidance on platform optimization, campaign execution, and technical problem-solving
 - Platform Expertise — Advanced proficiency in Braze, Salesforce Marketing Cloud, Klaviyo, Shopify, and Magento for enterprise-scale operations
 - Frontend Engineering — Expert in HTML5, CSS3, JavaScript, React JS, TypeScript with hands-on development and troubleshooting capabilities
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Experience

Freelance Technical Consultant & Developer

Self Employed

Los Angeles, CA

2017 - Present

- Consult on web development strategies, email marketing best practices, and technical optimization to drive business growth.
- Provide technical support and troubleshooting expertise across CRM platforms including Braze, Klaviyo, MailChimp, Hubspot, and Salesforce Marketing Cloud.
- Develop custom email templates, pop-ups, triggered workflows, and automated campaigns using HTML, CSS, and platform-specific scripting
- Conduct email performance testing and optimization analysis to ensure optimal deliverability and user experience across all devices.

Frontend Engineer & Marketing Operations Product Manager

The Walt Disney Company

Los Angeles, CA

Jan 2024 - Nov 2025

- Manage and maintain multiple framework channels including email, in-app, and push-messaging through Braze and Salesforce Marketing Cloud.
- Serve as product manager and engineering support for internally developed campaign intake portal, reducing intake timelines and improving cost-effectiveness of omnichannel campaign production and deployment.
- Collaborate with cross-functional stakeholders to define technical requirements, optimize workflows, and deliver scalable marketing technology solutions.
- Provide engineering support and technical consultation for campaign operations, ensuring seamless execution across all digital channels.

Interactive Email Designer & Developer

Lennar Corporation

Los Angeles, CA

Nov 2023 - Jan 2024

- Designed and developed responsive, interactive email campaigns using HTML and CSS within Salesforce Marketing Cloud platform.
- Collaborated effectively with geographically distributed team members across diverse regions to ensure cohesive deliverables.
- Maintained superior quality standards in email design through strong design expertise and attention to technical implementation details.

Email Developer Specialist

Mutesix

Los Angeles, CA

Apr 2021 - Oct 2022

- Collaborated with creative teams to streamline email production workflows, achieving a 60-70% increase in team productivity through process optimization.
- Managed end-to-end campaign execution including segmentation strategy, technical setup, development, comprehensive testing, QA, and deployment.
- Provided technical leadership in troubleshooting and optimizing email performance across multiple browsers, platforms, and email clients.

Web/ Email Designer & Development Specialist

American International Industries

Los Angeles, CA

Apr 2018 - Apr 2021

- Consulted with internal stakeholders and external clients on web development initiatives, providing strategic technical guidance and support.
- Managed relationships across marketing, creative, and technology teams to deliver integrated web and email solutions to business needs.
- Demonstrated expertise in multiple CRM platforms including Braze, Klaviyo, and Salesforce Marketing Cloud for template development and automation.
- Designed and developed web pages for internal product IPs for use in omnichannel marketing.

Webmaster & Web Development Manager

Edgetech Analytics

Akron, OH

2016 - 2017

- Managed web presence for multiple internal brand channels, overseeing technical operations and stakeholder communications.
- Led website migration projects, adapting existing sites to Magento platform through custom development and technical problem-solving.
- Collaborated with marketing teams to create digital assets and design/develop email campaigns using CMS platforms.
- Communicated technical concepts to non-technical stakeholders using user journey maps, process flows, site maps, and wireframes.

Web Developer & Designer

Signet Jewelers

Akron, OH

2015 - 2016

- Collaborated with cross-functional teams and stakeholders to define web page direction and technical requirements.
 - Led UI design and development for internal employee resources website and database, managing product lifecycle from conception, deployment, and post-launch support.
 - Provided technical support to internal and external stakeholders throughout website production phases.
 - Ensured website optimization, stability, and cross-device compatibility through comprehensive testing protocols.
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Technical Skills

Development:

HTML5, CSS3, JavaScript, React JS, TypeScript, Redux, jQuery, SQL, ASP.NET

Marketing Platforms:

Braze, Salesforce Marketing Cloud, Klaviyo, Shopify, Magento, MailChimp, Dotdigital

Design & Tools:

Adobe Photoshop, Adobe InDesign, Figma, responsive design, wireframing, Litmus

Management:

Marketing operations, product management, stakeholder relations, team leadership, agile methodologies, technical consulting, omnichannel campaign management