

Jaime Andres Carcamo

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[LinkedIn Profile](#) | [Portfolio](#)

Education

California State University of Los Angeles

Bachelor of Science, Computer Information Systems

Graduated: 05/2018

Frontend-focused developer specializing in interactive digital experiences, with a background in CRM, lifecycle marketing, and multi-channel application development across web, email, and marketing platforms.

Skills

CRM & Lifecycle Marketing: Lifecycle Marketing, Campaign Execution, Audience Segmentation, Behavioral Targeting, Dynamic Personalization (AMPscript, Handlebars, Liquid), A/B Testing, Campaign Optimization, Lifecycle KPIs (Open Rate, CTR, Conversion), Marketing Automation

Email Development & QA: HTML, CSS, Responsive Email Design, Cross-Client Compatibility, WCAG Accessibility, Alt Text Optimization, Litmus, Email on Acid, Template Standardization, Dynamic Content Rendering

Marketing Platforms & Tools: Salesforce Marketing Cloud (Journey Builder, Email Studio), Adobe Journey Optimizer (AJO), Braze, Marketo, Campaign Monitor, Mailchimp, Klaviyo, MemberClicks

Data & Analytics: SQL (collaboration), Excel (Index/Match, Nested Logic), Performance Analysis, Reporting Workflows, Data Validation

Frontend Development (Interactive & Component-Based): Typescript, Javascript, Wordpress, React, Angular, React Three Fiber (R3F), Three.js, Tailwind CSS, Bootstrap, Vite, Responsive Design (Flexbox, Grid, Media Queries), GSAP, CSS Animations, SVG MotionAPI

Backend & Databases: Node.js, Express, MongoDB, REST APIs, Mongoose

Tools & Workflows: Git/GitHub, NPM, VS Code, Photoshop, Figma, Airtable, Smartsheet, Slack, Workfront, Agile/Scrum, Slack, Agile/Scrum

Other Expertise: SEO (Search Engine Optimization), Performance Optimization, Accessibility Standards (WCAG 2.1, WAI-ARIA, Section 508), Strong Written/Verbal Communication, Debugging with IDE & DevTools, Excel (Match, Index, Search, Nested IF/AND/OR)

Professional Experience

D23 The Ultimate Disney Fan Club — CRM / Marketing Team

Remote

(via Beacon Hill agency)

04/08/2024 – 4/08/2026

CRM Frontend Developer

- Developed and optimized high-volume lifecycle email campaigns (weekly newsletters, promotional campaigns, and transactional communications) for the D23 Fan Club program supporting onboarding, engagement, and retention across customer journeys for a Disney audience.
- Conduct **QA and testing** using Litmus and in-house tools to guarantee consistent performance across desktop, mobile, and webmail platforms ensuring WCAG accessibility and cross-client rendering.
- Write **descriptive, brand-compliant alt text** and apply accessibility best practices, ensuring emails meet Disney's internal and WCAG 2.1 standards.
- Supported multi-channel digital experiences across email, mobile app, and web, contributing HTML/CSS updates and UI enhancements to WordPress-based marketing pages.

- Assisted in implementing front-end updates and content-driven UI changes, ensuring responsive behavior and cross-browser compatibility.
- Scheduled push notifications and contributed engagement data to reporting workflows, supporting campaign performance tracking and optimization.
- Collaborated with cross-functional stakeholders including CRM managers, UX/UI designers, and developers to gather requirements, align on campaign objectives, and coordinate execution, using Figma for design handoff, Airtable/Smartsheet for campaign tracking and workflow management, and Slack/Teams for communication.

NAHREP & HWP — Marketing / CRM Team

(via Virtual Latinos agency)

Email Marketing Coordinator

Remote

03/2023 – 05/2024

- Managed and updated WordPress-based marketing content, supporting campaign launches and ongoing content strategy while ensuring alignment across email and web channels.
- Collaborated with designers and stakeholders to implement responsive UI updates and content-driven web experiences using HTML/CSS and WordPress, improving layout, responsiveness, and overall user experience.
- Designed, coded, and tested responsive HTML email templates for 50+ NAHREP regional chapters and HWP national campaigns, ensuring cross-client compatibility and accessibility standards.
- Conducted QA and A/B testing to optimize open rates, click-through rates (CTR), and overall campaign performance.
- Performed weekly list hygiene and built targeted audiences using behavioral segmentation and dynamic personalization to increase engagement and support retention initiatives.
- Authored the organization's end-to-end email creation and deployment guidelines, establishing standards for coding, accessibility, QA, campaign lifecycle management, workflow coordination, and asset scheduling.
- Automated campaign deployments via Campaign Monitor and MemberClicks, streamlining recurring event campaigns and reducing manual errors.
- Built dynamic, event-driven campaigns from wireframes to production, improving regional engagement and participation.

Freelance Web Developer / CRM & Email Developer

Torrance, CA

01/2021 – Present(inactive while at D23)

- Built and deployed interactive digital experiences including marketing websites, landing pages, and lifecycle email campaigns using React, Node.js, and modern frontend frameworks, from design handoff to production across platforms including SFMC, Campaign Monitor, Braze, Adobe Journey Optimizer, and Marketo
- Developed component-based UI structures and reusable modules to support scalable marketing applications and multi-channel campaign delivery.
- Designed and coded dynamic, data-driven email templates using inline CSS, media queries, and conditional logic (Handlebars), enabling scalable personalization and audience targeting.
- Performed QA and cross-client testing using Litmus and Email on Acid to ensure consistent rendering and optimize campaign performance across devices and platforms.
- Standardized modular HTML/CSS frameworks to support automation, reduce regression errors, and improve efficiency in recurring campaign deployments.

- Supported Campaign Monitor → Adobe Journey Optimizer migration efforts by refactoring static templates into modular, data-aware structures and validating readiness for lifecycle campaign execution.
- Developed responsive, component-driven web applications using React, integrating with REST APIs and backend services to support dynamic, data-driven user experiences and marketing landing pages.
- Built and optimized complex form experiences with conditional logic and validation to support user enrollment, lead capture, and campaign interactions.
- Delivered projects in fast-paced, iterative agency-style environments, collaborating with designers and stakeholders to refine UI/UX and meet evolving client requirements.

Additional Professional Experience (Prior to Tech)

Sepulveda Realty Inc

Torrance, CA

Chief Technology Officer / Designated Broker

11/2020 – 03/2023

- Led business operations and digital transformation, including development of company website, implementation of client communication systems, and optimization of workflows contributing to 3x revenue growth.
- Oversaw complex transactions, contract execution, and compliance, ensuring accuracy, risk mitigation, and efficient deal completion.

AMV Financial Corp

Downey, CA (Remote)

Mortgage Loan officer

11/2019 – 12/2022

- Managed client relationships, financial analysis, and loan processing workflows, ensuring compliance and efficient transaction execution.

Stars Realty

Redondo Beach, CA

Transaction Coordinator /Real Estate Agent

11/2003 – 06/2015

- Coordinated real estate transactions, managed contracts, and collaborated with cross-functional stakeholders to ensure successful deal execution.