



Interactive E-Mail Designer

Job Description

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Under the direction of art director and e-mail marketing manager, the Interactive E-Mail Designer will produce, proof, test, and troubleshoot effective HTML e-mail blasts that adhere to email marketing compliance standards as well as agency standards for Stream Companies' growing client base.

Responsibilities:

- Produce HTML emails that are eye-catching, creative, and produce high conversation rates for agency clients.
- Effectively use existing HTML e-mail layout templates for maximum efficiency and timeliness.
- Analyze and learn from the effectiveness of previous campaigns and other client campaigns in collaboration with the art director, e-mail marketing manager, and/or senior designer.
- Take direction from the art director, e-mail marketing manager, and/or senior designer.
- Be open and ready to provide feedback to account executives, clients, and account managers.
- Understand and follow e-mail compliance standards.
- Test and troubleshoot e-mail blasts across multiple platforms, browsers and e-mail clients.
- Work effectively in a fast-paced environment where multi-tasking is an absolute must.
- Collaborate successfully with other creative designers, copywriters, and account managers.

Requirements:

- A BS, BA, or Certificate in Graphic Design, Web Design, or related field.

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- Proficient to expert in: Photoshop, Illustrator, and Dreamweaver.
- Knowledge of HTML & CSS. Must be able to troubleshoot without WYSIWYG assistance.
- Capable in use of FTPs and keeping an organized file structure on a web server.
- Have a good natured, flexible, check-your-ego-at-the-door approach to design and coding.
- Ability to juggle multiple projects, good time management skills, excellent organizational skills, and a positive attitude.
- Ability to create, re-size, and optimize images and graphics for the web.
- A "pixel-level" attention to detail.
- Flexible and open to change and new information; must be able to adapt behavior and work methods accordingly.

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