

Leandra McGregor

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PROFESSIONAL SUMMARY

Results-driven front-end web and email developer with 10+ years of experience in B2C and B2B SaaS marketing, email campaign development, and lead generation. Proven ability to create high-performing digital assets that drive engagement and revenue growth. Skilled in tools like Drupal, Oracle Eloqua, and Salesforce Marketing Cloud, with expertise in ADA compliance and cross-functional collaboration. Podcast producer and host, and former stand-up comedian.

PROFESSIONAL EXPERIENCE

UKG, Weston, FL & Lowell, MA

Web Producer II

August 2020 – Present

- Collaborate cross-functionally with the creation of product demo form pages and email campaigns across the US, Canada, and Latin America, driving over \$3M ARR in 2024.
- Oversee the creation of lead-generating event registration pages using Drupal Layout Builder, ensuring optimal user experience and conversion.
- Spearhead the development of responsive B2B email campaigns targeting global audiences, expanding SaaS product reach and engagement.
- Manage and optimize product demo video content on YouTube and Vimeo, enhancing audience interaction and brand visibility.

Ultimate Software (Now UKG), Weston, FL

Lead Email Developer

April 2019 – August 2020

- Led the development of fully responsive B2B emails within the Oracle Eloqua platform, producing high-quality leads for the demand generation team.
- Collaborated with marketing, design, and development teams to execute high-engagement campaigns featured in HR.com, HR Dive, and more.
- Initiated and executed A/B testing strategies, optimizing email performance through data-driven insights.
- Championed ADA compliance for all email campaigns, ensuring accessibility for all audiences.

Newell Brands, Boca Raton, FL

Email Developer

August 2018 – April 2019

- Designed responsive email campaigns using Listrak and Salesforce Marketing Cloud.
- Built customer journeys in Journey Builder, enhancing personalized communication.
- Collaborated cross-functionally using tools like InVisionApp, JIRA, and Confluence.

Bluegreen Vacations Corporation, Boca Raton, FL

Digital Production Artist

February 2015 – August 2018

- Created responsive HTML emails and marketing materials using Adobe Creative Suite.
 - Developed and maintained landing pages with Sitecore and WordPress.
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EDUCATION

Florida State University, Tallahassee, FL

Bachelor of Science in Information Communication and Technology

TECHNICAL SKILLS

- **Email Marketing Tools:** Oracle Eloqua, Salesforce Marketing Cloud, Listrak, Constant Contact, Litmus, Email on Acid, Really Good Emails
 - **Web Development:** Drupal, SASS/LESS, Bootstrap, HTML5, CSS3, JavaScript, jQuery
 - **Design & Media:** Adobe Creative Suite, Figma, Audio/Video Editing, Podcast Production
 - **Compliance:** CAN-SPAM, CASL, GDPR
 - **Project Management:** JIRA, Confluence, Workfront
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VOLUNTEER EXPERIENCE

- Organized a 3-day Cybersecurity and AI Workshop for middle school students.
- Mentored a Florida International University student during a 3-week “sprinternship,” resulting in a working app prototype.