

# SANDE CORBETT

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## EMAIL DEVELOPER

Experienced email developer with close to 10 years contributing to business growth through delivery of email templates, automations, and customer journeys for ecommerce and marketing with an additional 5+ years in web development. Expertise in multiple email delivery platforms, template scripting languages, localization, and personalization. Skilled in building code that renders consistently across all platforms and devices.

## KEY SKILLS

**Languages:** HTML | CSS | Emarsys Scripting Language (Twig-based) | Freemarker | MJML

**Applications & Tools:** SAP Emarsys | Epsilon | Bazaarvoice | Bluecore | Figma | Visual Studio | Email on Acid | Postman

## PROVEN EXPERIENCE

### Columbia Sportswear Company

#### Sr. Email Developer

December 2021- June 2025

- Primary developer for transactional, marketing, and lifecycle emails supporting all 4 Columbia brands (Columbia Sportswear, SOREL, Mountain Hardwear, and prAna) for North America and Europe.
- Drove migration of over 90 hand-coded HTML email templates, hundreds of HTML components, and all associated customer journey processes from Epsilon to Emarsys platform.
- Initiated improvements to rendering, localization, customer journeys, and dynamic content.
- Collaborated as email SME on cross-functional team to ensure accurate data requirements and integrations from order management systems and AWS.
- Used Twig-based Emarsys Scripting Language for dynamic content, personalization, and localization.
- Developed and supported 100+ email templates for Bazaarvoice, Bluecore, and Order Dynamics.
- Created comprehensive documentation and training videos outlining processes related to developing emails from start to finish.
- Provided technical support for internal staff members within marketing and technology departments for troubleshooting issues related to emails.
- Conducted ongoing audits of emails to identify potential problems/opportunities for improvements to rendering and deliverability.

#### Email Developer (Ecommerce Web Developer)

January 2016 – December 2021

- Sole developer of HTML email templates and template components for transactional, marketing, and lifecycle messaging supporting all 4 Columbia brands globally: Columbia Sportswear, SOREL, Mountain Hardwear, and prAna.
- Improved and enhanced customer experience by redesigning transactional emails to render responsively on multiple devices.
- Used FreeMarker and other scripting/token languages to display customer and order data from JSON payloads.
- Subject matter expert (SME) for Epsilon Agility Harmony platform.
- Developed and supported templates for Bazaarvoice, Order Dynamics, and Blue Hornet.
- Configured email automation workflows using triggers based on external events or predetermined dates and times.

- Ensured consistent rendering across all platforms using Email on Acid and API testing tools.
- Collaborated as email SME on cross-functional team to ensure accurate data requirements and integrations from order management systems and AWS.
- Provided technical support for internal staff members for troubleshooting issues related to emails.
- As part of a team, maintained and developed ecommerce websites for Columbia Sportswear, SOREL, Mountain Hardwear, and prAna.
- Led efforts to adhere to ADA best practices for compliance with web accessibility regulations and a culture of inclusivity; served as tech lead on Accessibility Committee.
- Developed components in Adobe Experience Manager.

## **Daimler Trucks North America**

### **Web Designer & Developer**

July 2010 – January 2016

- Developed streamlined user interfaces for new versions of internal web applications.
- Analyzed and documented user requirements, use cases, data flows, and workflows.
- Guided new programmers to develop understanding of application requirements, database structure, external entity interfaces, and data flows.
- Built front end structure for internal applications using semantic HTML, CSS, and JavaScript/JQuery.
- Customized Bootstrap for front-end development of new .NET MVC applications
- Evaluated bugs and feature requests for priority status; diagnosed and resolved or routed bugs.
- Provided user acceptance testing, application training, and support; functioned as liaison between users and development staff.
- Validated functionality of new features and fixes.
- Wrote use cases for new diagnostic trouble code software.

## **Waterdance Technology | Freelance**

### **Web Designer/Developer & Support Services**

June 2009 – December 2015

- Designed, built, and maintained websites for small business clients.
- Set up WordPress websites and blogs for clients, modifying themes and creating custom banners in Photoshop.
- Provided ongoing support, website maintenance, and training in computer skills to individual clients.
- Contributed research and editing for Worksource Oregon green job materials and 2 client publications.

## **PROFESSIONAL DEVELOPMENT**

Professional Scrum Master I | Scrum.org

2019

## **AWARDS**

Best in Show, Columbia Sportswear Hackathon

2023

## **EDUCATION AND CERTIFICATION**

Study toward AA degree | Web Design/Development | Portland Community College

Bachelor of Science | Geology/Recreation Resource Management | Northern Arizona University

Bachelor of Science | Telecommunications/Broadcasting | Northern Arizona University