

# L. Alex Bean

Creative Marketing Technologist

[labean.org](http://labean.org) • [linkedin.com/in/labean](https://www.linkedin.com/in/labean) • Orlando, FL • Remote-Friendly

## SUMMARY

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Creative Marketing Technologist with two strands of practice — 10+ years building modular, responsive email systems for retail and SaaS brands, and a 16+ year independent practice in brand identity and WordPress development for small businesses. Comfortable in deep technical work and broader creative direction.

## CORE SKILLS

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**Email Development:** HTML, CSS, Handlebars.js, JSON, responsive email frameworks, render testing and debugging

**Coding & Creative Tools:** Chrome DevTools, Figma, Adobe Creative Suite, Litmus, Email on Acid, RegEx

**Platforms & Domains:** WordPress, Movable Ink, Jira, Confluence · transactional email, digital receipts, personalization, CMS, SEO/analytics

**AI-Assisted Workflow:** Claude, ChatGPT — code review, debugging, prototypes, documentation

## EXPERIENCE

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**Email Developer** · flexEngage, Inc. — Orlando, FL · *Nov 2024 – Present*

- Build dynamic transactional email and digital receipt templates using HTML, CSS, Handlebars, and JSON — modular components that support personalization and ROI tracking, rendering consistently across Outlook, Gmail, Apple Mail, and mobile.
- Resolve cross-client and dark-mode rendering with MSO conditionals, hybrid coding, and *prefers-color-scheme* strategies; contribute to internal tooling and documentation that improves production speed and QA.

**Independent Practice — Creative Direction & Design** · 321 Enterprise — Orlando, FL · *2009 – Present (concurrent)*

- Brand identity, WordPress development, and marketing for small businesses and nonprofits — including 16 years as Digital Media Specialist for the Space Coast Art Festival (annual program guide, event web, digital advertising).

**Associate Product Manager, Digital Production** · Disney Parks, Experiences & Products — Orlando, FL · *May 2023 – Nov 2024*

- Owned creative and technical production workflows for Disney Signature Experiences across CMS, Jira, and cross-functional teams.
- Ran Agile rituals and coordinated handoffs across creative, technical, and business teams to keep multi-brand site launches on schedule.

**Senior Client Experience Manager** · Movable Ink — New York, NY (Remote) · *Jan 2022 – Dec 2022*

- Managed \$2M+ ARR across 10 enterprise clients, guiding personalization strategy and onboarding for Movable Ink's AI personalization platform, DaVinci.

**Digital Production Manager** · flexEngage, Inc. — Orlando, FL · *Oct 2018 – Jan 2022*

- Led digital receipt and transactional email production for major retail clients, establishing reusable HTML modules and testing workflows that scaled brand-accurate delivery.

**Technical Marketing Coordinator** · flexReceipts, Inc. — Orlando, FL · *Oct 2017 – Oct 2018*

- Designed custom email receipts, tracking integrations, and client-specific marketing modules; maintained asset libraries and production documentation.

**Earlier Experience** — Email Marketing · Digital Editor · Digital Producer · *2012 – 2017*

StackPath · Omicron Media · Highwinds · Bonnier Corporation

## SELECTED PROJECTS

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- **Receipt Lab** — Browser-based environment for rendering Handlebars email templates against JSON payloads, with preview modes and export workflows for faster QA. Built with AI-assisted dev.
- **Block Studio** — Modular email production concept for building, testing, and exporting reusable transactional components. Designed with AI-assisted pair programming.
- **DarkPrefer & DarkView (Chrome extensions)** — Toggling *prefers-color-scheme* on demand for email QA, and injecting dark mode styles onto sites that don't support it natively (with Google Docs handling).