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Jefferson Basa

Head – Digital Development at Wells Fargo

15 Years of experience

VP, Web development manager | marketing automation | 1+ years

Wells Fargo

- Lead a global team across the US and Manila, overseeing the creation of high-quality landing pages, email campaigns, paid media, web applications, blogs, and automation to support marketing initiatives.
- Develop and optimize creative strategies for multivariate testing, dynamic content, and personalization for email newsletters and landing pages, driving rapid learning and operational success.
- Direct the development of high-performing emails and landing pages, establishing templates and a component library.
- Monitor and analyze campaign performance, providing insights and recommendations for continuous improvement.
- Execute automated campaigns to maximize customer engagement and retention throughout the lifecycle.
- Ensure compliance with data privacy regulations (GDPR, CCPA) and email marketing laws (CAN-SPAM Act), as well as ADA standards.
- Develop and implement all multi-channel customer journeys for engagement, retention, growth, and re-activation lifecycle campaigns
- Stay abreast of industry standards to drive informed decisions and innovative strategies.
- Develop project estimates, scopes, performance reports, and timelines for deliverables.
- Foster a culture of proactive problem-solving and continuous learning.

Tools: Salesforce Marketing Cloud, Eloqua, Litmus, Browserstack, ADA Wcag, WordPress, AEM, Confluence, Jira, Aprimo, OpenText, Adobe CC, GitHub, Bootstrap, SharePoint Online, Power Apps & Automate, Figma, InVision, Google Analytics, Tag Manager, Looker Studio

Team Leader – web development & marketing automation | 2 years

Wells Fargo

- Worked closely with marketing and business development teams to develop and execute the email marketing strategy.
- Provided strategic direction to developers and project managers throughout the development cycle from pre-production to final delivery.
- Partnered with creative services to develop high-performing emails and landing pages.
- Managed all development, staging, and production environments.
- Continuously sought ways to automate and improve marketing workflows for efficiency and effectiveness.
- Created and managed employee KPIs, including utilization, quality, SLAs, and team engagement.
- Established SEO processes and tracked user site behavior, affinity, and demographics.
- Oversaw platform governance and utilization, focusing on Salesforce Marketing Cloud, WordPress, Akamai, AEM, and Aprimo.

SME – Web Analytics, Salesforce marketing cloud, WordPress | 4 years

Wells Fargo

- Developed emails using Salesforce Marketing Cloud and Oracle Eloqua.
- Managed forms, lists, data extensions, and API connections.
- Built, tested, and deployed email campaigns using automated journeys.
- Built microsites using WordPress.
- Developed and implemented customer experiences for web-based solutions.
- Gathered and refined specifications and project requirements.
- Wrote well-designed, testable, efficient code following best practices.
- Created digital layouts and user interfaces using HTML, CSS, Java, JavaScript, PHP, and JQuery.
- Worked closely with the Creative Department to provide design solutions and user experiences.
- Developed user-centered solutions such as wireframes, visual mockups, prototypes, templates, and sitemaps.
- Ensured technical feasibility of UI/UX designs, adhering to web governance and ADA standards.

Senior Web Developer (Eloqua, WordPress & SharePoint) | 2 years

Wells Fargo

- Built and optimized automated email tracks across business divisions.
- Monitored and analyzed the performance of emails and landing pages using Google Analytics, Salesforce, and Eloqua.
- Collaborated with the SEO team to provide metrics and improve website performance.
- Developed end-to-end webinar series from invitations and registration to post-event follow-up.
- Created Google Studio dashboards and events tags using Google Tag Manager.
- Developed marketing communication assets, including email newsletters, forms, and landing pages, and provided reporting.
- Created wireframe concepts or copy decks, utilizing brand-approved templates for email and landing page layouts.

Senior Web Developer | 3 years

Emerson Electric

- Developed and maintained pages on micromotion.com using CMS.
- Deployed email newsletters in Eloqua and managed list segmentation.
- Automated list management and email campaign execution.
- Designed, built, and deployed web pages in SharePoint.
- Managed sites, lists, libraries, and forms in SharePoint.
- Led web translation projects, coordinating with country managers for content and translation updates.
- Managed MicroMotion's eMarketing campaigns using Eloqua.

Web designer | 2 years

Emerson Electric

- Developed promotional banners, posters, calling cards, and other graphic design materials for websites and online marketing.
- Ensured web pages complied with guidelines and standards.
- Coordinated web functions and monitored activities using Google Analytics.
- Assisted in maintaining the newsletter subscription database.
- Handled the day-to-day maintenance and operation of the Micro Motion website.
- Created graphic design banners for websites and online marketing activities.
- Developed HTML pages to support online marketing initiatives using Adobe Photoshop and Dreamweaver.

Expertise

Email Marketing, Analytics and Data Analysis
Website development UX/UI, CMS
Search Engine Optimization (SEO)
Content Marketing, Pay-Per-Click (PPC), Advertising
Conversion Rate Optimization (CRO)
Marketing Automation
Social Media Advertising
Re-marketing and Retargeting
Creative Direction
Design Strategy
Branding

About me

With 15 years of experience in digital marketing, I have developed a strong background in marketing automation, email campaigns, SEO, and web development. As a Marketing Automation Manager at Wells Fargo, I lead a global team across the US and Manila, managing the creation of landing pages, email campaigns, paid media, and automation solutions. I develop strategies for personalization, dynamic content, and personalization, ensuring compliance with data privacy regulations. I monitor and analyze campaign performance to drive improvements and foster a culture of proactive problem-solving and continuous learning.

In previous roles at Wells Fargo, I worked as a Team Leader and web developer, collaborating with marketing and creative team on email marketing strategies, websites and automation. I have extensive experience with tools such as Salesforce Marketing Cloud, Eloqua, Google products, and WordPress.

Learn more about my work at www.jeffersonbasa.com.

Education

Polytechnic University of the Philippines 2004 - 2008
Business Administration Major in Marketing
CGPA 90.0/100
Internship - Graphic Designer Homeworks the Home Center