Dan Napoleoni

Digital Marketer · Melbourne, Australia

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SUMMARY

Before anyone called me a "frontend developer," I spent years in the trenches of digital marketing production: eDM templates and campaigns in Salesforce Marketing Cloud (back when it was ExactTarget), dynamic HTML banners for Google DV360 and DoubleClick, and campaign deployments for some of Australia's biggest brands.

SKILLS & TOOLS

Salesforce Marketing Cloud / ExactTarget · eDM Design & Development · HTML Email (Responsive, Cross-client) · Google DV360 / DoubleClick Studio · Dynamic HTML Banners (DCO) · Campaign Deployment & QA · A/B Testing · Google Web Designer · Litmus · Browserstack · Campaign Monitor · Mailchimp · HTML / CSS / JavaScript · Photoshop / Sketch / Figma

EXPERIENCE

Software Engineer, Saturday Quiz Time

2026 - Current · Freelance

Frontend UI updates and analytics integration for an interactive puzzle platform — GTM tracking for social sharing and communications, Mixpanel event fixes, plus Stripe and Supabase work across the stack.

eDM Developer, World Vision Australia

2023 · Contract

Short contract covering BAU eDM development — translating designs into HTML emails for the Child Sponsorship program, plus branded templates for the team's internal SharePoint site.

Technical Producer, Bower House Digital

2021 - 2022

Poached from Clemenger after impressing the CEO with my Salesforce work. Modernised the team's entire eDM development pipeline — new tooling, streamlined asset workflows, and a complete overhaul of their Salesforce Marketing Cloud system with reusable templates, code snippets and helper functions.

eDM & Banner Developer, Clemenger BBDO

2019 - 2021

Sole developer on the Myer eDM program — end-to-end ownership from design through Salesforce Marketing Cloud deployment, subscriber lists, scheduling, dispatch and reporting. Created a modular template system for NAB emails. Dynamic HTML banner campaigns for BMW, NAB, TAC and Belong across DoubleClick and Sizmek.

eDM & Banner Developer, The Royals, Trout, Cummins & Partners

2018 - 2019 · Contract

Built a content-agnostic master banner template for AustralianSuper — dynamic frame count, timing, images, transitions, fonts, urls — all controlled through a data feed. The client could roll out completely new campaigns without any developer involvement. It happened to coincide with Google launching their DV360 platform, and my implementation was included in their showcase for what the new system could do. A year later The Royals reached out to say the client was still running every campaign through my template, and was looking for minor branding updates to continue use of the template system.

eDM & Banner Developer, Isobar Australia

2009 - 2017

Sole developer on the Australia Post Salesforce Marketing Cloud program for 2+ years. Designed and implemented a complete process overhaul — modular code templates, structured brief documents and tiered pricing — that fixed client friction and dramatically sped up delivery. Also built a standardised dynamic banner template used across numerous campaigns for clients including Holden, Jetstar, Seek, Save The Children and many more.

EDUCATION

Diploma, Web Design — Riverina TAFE (2007)

Diploma, Digital Media — Riverina TAFE (2005)