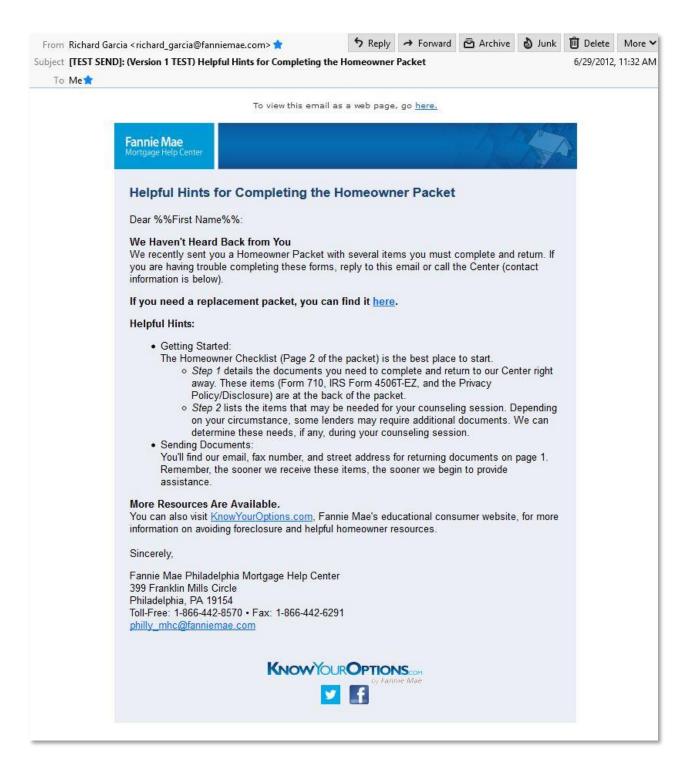
## **Rich Garcia Email Marketing Samples – Fannie Mae**

As part of the Business Marketing & Communications team, I coded, edited and delivered email communications to thousands of subscribers in the housing industry.

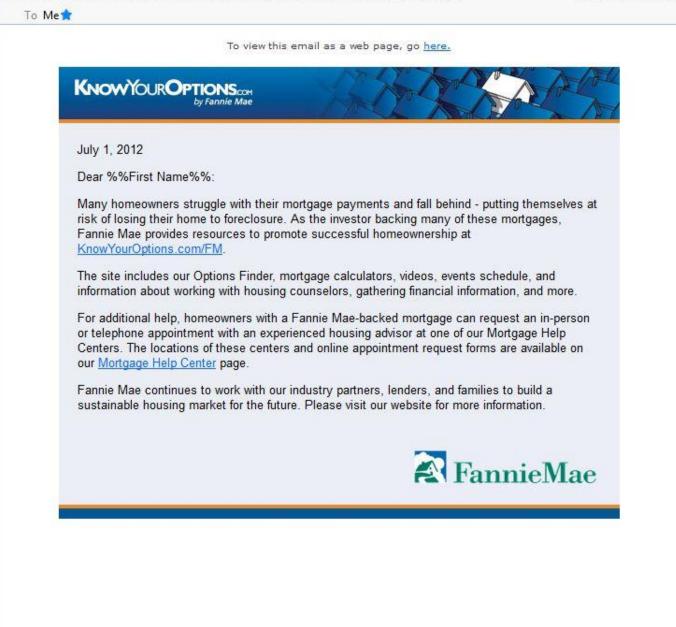
Examples are shown below; working within the limits of the Experian email CMS, I re-coded the existing HTML to improve the visual appearance of the emails, e.g. updating the header graphics, incorporating Social Media buttons and making the text formatting consistent.

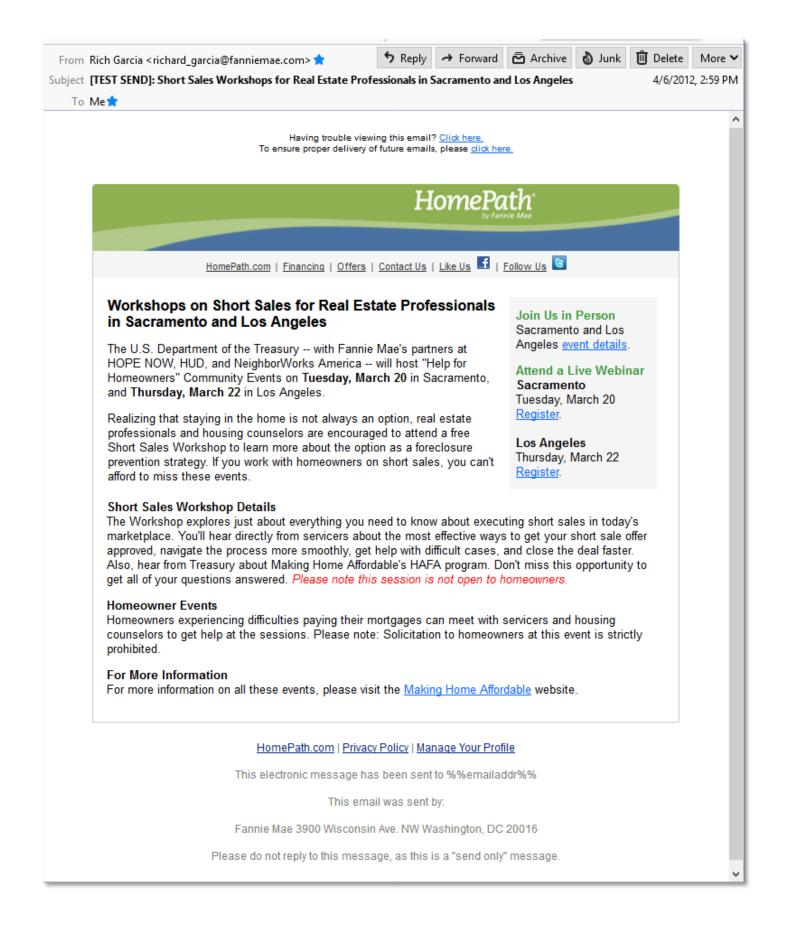
(Sorry, I do not have examples of the emails as they appeared previously.)



From Richard Garcia < richard\_garcia@fanniemae.com> 🚖

## Subject [TEST SEND]: (KYO Template Test) Know Your Options for Preventing Foreclosure





From Rich Garcia < richard_garc		Seply → Forward	Archive	👌 Junk	Delete	More 🗸
To Me	quired: Download HomePath Flye	rs and Logos by Dec. 5 1			4/0/201	2, 2:59 PM
🔁 Fannie	To ensure proper deliver	ewing this email? <u>Click here.</u> y of future emails, please <u>click he</u>		omePat	:h	
Follow us on Twinstant updates HomePath new information! HomePath Tw Page	s on ys and vitter vitter vitter Download Stay tuned for To get ready to marketing fly the site in Jan Here's a quic • Go to • If you accou • For me <u>Guidel</u> <u>Resou</u>	HomePath Storefront Coming Soon Download Materials by Dec. 31 In 2012, we're introducing a new HomePath Marketing Storefront! Store tready for this launch, you'll need to download HomePath marketing flyers and logos by Dec. 31. You will not have access to the site in January. Here's a quick reminder on how to access Storefront! 9. Go to the HomePath Marketing Storefront. 9. Go to the HomePath Marketing Storefront. 9. For more information, refer to the Marketing and Brand Guidelines (which can also be found on the HomePath Resources page). Suestions? If you have any issues with your order or registration, contact the HomePath Marketing Storefront Customer Service line at 1-800-211-5637, ext. 108.				
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Please do not reply to this message, as this is a "send only" message.