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Professional Bio

Email Developer and Designer with 10+ years' experience creating responsive, accessible email campaigns, templates and landing pages for global brands including Disney, McDonald's, O2, Oxfam, P&O Cruises and Seagate. Skilled in hand-coding HTML and CSS for email, building multilingual and interactive campaigns, resolving cross-client rendering issues, and delivering high-quality work to tight deadlines. Experienced across freelance, agency and in-house environments, with strong knowledge of Salesforce, Adestra, Campaign Monitor, Litmus and Email on Acid.

Core Skills

- Responsive HTML email development
- CSS for email
- Accessible email coding
- Cross-client testing and quality assurance
- Interactive email content
- Modular email templates
- Salesforce, Adestra, Campaign Monitor, Insider
- Litmus and Email on Acid
- Adobe Photoshop and Figma

Professional Experience

Freelance Email Developer

Armadillo CRM | 2020–Present

- Providing freelance email development support within a fast-paced CRM environment.
- Building responsive email campaigns to a high standard of quality and consistency.

Email Designer and Developer

Jarrang | 2023–2024

- Designed and built responsive email campaigns for clients including Milwaukee, Ryobi and Seasalt Cornwall.
- Hand-coded HTML and CSS emails to ensure compatibility across major devices and email clients.
- Built campaigns within Salesforce, Insider and Campaign Monitor.
- Fixed rendering issues and carried out quality assurance testing using Litmus and Email on Acid.
- Applied current email design and development best practice to improve quality and usability.

Digital Developer

Armadillo CRM | 2021

- Built responsive email campaigns and landing pages for global brands including Disney, McDonald's and P&O Cruises.
- Produced multilingual campaign variants across a range of email builds.
- Performed detailed quality assurance testing across major email clients and mobile devices.
- Supported the development and testing of interactive email elements including carousels, accordions, quizzes and tap-to-reveal content.

Front End Developer

1973 Ltd | 2019–2020

- Built responsive emails and landing pages for Seagate, LaCie and Rackspace.
- Worked closely with designers to produce high-quality email builds aligned to brand and campaign requirements.
- Developed interactive email and landing page content to support engagement and click-through performance.
- Performed thorough quality assurance testing using Litmus and Email on Acid.
- Maintained company and client websites using WordPress.

Senior Digital Designer

Upland Adestra | 2014–2019

- Designed and built responsive email templates, forms and landing pages for use within the Adestra platform.
- Created branded, user-focused email designs based on client briefs and brand guidelines.
- Built bespoke emails and templates from both client-supplied and self-produced designs.
- Tested email and form builds across major email clients and mobile devices.
- Delivered client handovers and training sessions on campaign creation within Adestra.
- Managed allocation of escalated HTML support cases and provided troubleshooting expertise.

Associate Campaign Specialist

Oracle Responsys | 2014

- Built and managed email campaigns for UK and international clients.
- Hand-coded HTML emails, set up campaigns, scheduled deployments and tested one-time, recurring, triggered and dynamic campaigns.
- Built modular mobile-optimised templates to support client self-sufficiency.
- Followed email marketing best practice to minimise post-launch issues.
- Analysed campaign results and recommended improvements.

Earlier Experience

Intern

KS Agency | 2013

- Supported web design and app development projects.
- Updated websites in Drupal and WordPress, and designed web pages and HTML emails.

Creative Artworker

Wrights Marketing | 2012–2013

- Produced print-ready collateral for clients including O2 and Dell.
- Created and edited assets using InDesign, Photoshop and Illustrator.

Customer Service Representative

TomTom | 2010–2012

- Provided customer and retail support for TomTom devices.
- Resolved technical issues and contributed to customer satisfaction and sales targets.

Translations Department

Wrights Marketing | 2009–2010

- Created multilingual documentation for JCB across 25 languages.
- Liaised with translators and supported document layout and design.

Education

BA (Hons) Spanish and Internet Management, 2:1

Manchester Metropolitan University | 2004–2008

- Modules included Spanish interpreting and translation, web application development, and applied web design and management.
- Developed practical skills in HTML, CSS and web technologies alongside advanced language study.

Erasmus Year

University of Valladolid, Spain | 2006–2007

- Developed confidence, adaptability and fluency through living and studying abroad.

A-Levels

Greenhead College, Huddersfield | 2002–2004

- Computing, French, Spanish

GCSEs

Holmfirth High School | 1997–2002

- 9 passes A*–B including Mathematics, English and Science

Languages

- English: Native
- Spanish: Degree level, spoken and written
- French: A-level standard