Andrei Gavrilov
Email Developer, Designer & Marketer
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About Me

Creative. Friendly. Hard Working.

I'm Andrei Gavrilov, a passionate and dedicated HTML email developer. My expertise lies in crafting responsive, high-performing email templates that look great across all devices and email clients. I thrive on creating new projects and solving challenges in the world of email marketing. If you need a hardworking and creative email developer, let's discuss your next project or an opportunity within your company!

Skills

- **HTML Email:** Expertise in crafting responsive HTML emails with clean and efficient code to ensure high deliverability and user engagement.

- **CSS Styling:** Proficient in creating visually appealing and responsive designs with consistent styling across all email clients.

- **MailChimp & ESPs:** Experienced in using MailChimp and other major ESPs to design, develop, and deploy HTML emails with seamless delivery and tracking.

- **Figma:** Skilled in using Figma and the Emailify plugin to create pixel-perfect email designs, optimizing the design-to-code transition.

- **GitHub:** Proficient in using Git and GitHub for version control, ensuring collaboration and code integrity.

- **HubSpot & Ad Publishers:** Knowledgeable in using platforms like Marketo, Salesforce, Engage, and Silverpop for effective campaign management and performance tracking.

Experience

Freelance Modern HTML Email Developer
Freelance | Various Clients | 2020 - Present

- **Collaborative Design and Development:** Partnered with design teams, tech leads, and project managers to create fully functional, responsive email templates compatible across various devices and email clients.

- **Mentorship and Support:** Provided coaching and support to junior developers, guiding them on best practices, code optimization, and troubleshooting.

- **Code Customization and Optimization:** Customized and optimized HTML, CSS, and JavaScript code to meet project requirements, ensuring maximum performance and efficiency.

- **Compatibility and Testing:** Conducted thorough testing across different email clients using tools like Litmus, resolving compatibility issues, especially with MSO (Microsoft Outlook).

- **Standards and Compliance:** Adhered to W3C standards and ADA compliance, implemented solutions for dark mode, and optimized images for enhanced email performance.

Technical Skills

- **HTML/CSS:** Expertise in media queries, live text vs. images, nested table structures, and cross-browser compatibility.

- **QA Testing:** Hands-on experience with QA tools like Litmus and Testi@ to ensure quality and performance.

- **Version Control:** Proficient in using GitHub for version control and project management.

- **Ad Publisher Integration:** Integrated email templates into platforms like Marketo, Salesforce, Engage, and Silverpop.

Portfolio You Can Find On My Website Here - AndreiLove.github.com/emaildev/

- **HTML5 Email Template Practice - Newsletter**

- **Email Template Development - Transactional**

- **Email Template Design - Newsletter**

Certifications

- HTML Email Mastery Course

- Git and GitHub Mastery Course

- [Cold Email Lead Generation Certification Course](#)

- [Email Marketing Course](#)

- [Web and Mobile Designer Mastery Course](#)

- [Salesforce Certified Administrator Course](#)

Mentors

- **Mike Wheeler:** Guided me in becoming a 'Creator in a Consumption World' and taught me essential tools and platforms like Salesforce and ChatGPT.

- **Drew Ryan:** Provided core HTML email development knowledge and accelerated my learning with practical insights.

- **Daniel Schifano:** Helped me as a beginner designer to create and build purposeful products that meet both user and business goals.

Contact Me

I am excited to connect and discuss how I can contribute to your next project or fill an open position at your company. Please feel free to reach out to me!

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