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ABOUT ME

- I would describe myself as an ambitious and hardworking individual, with broad skills and experience in email development and leading projects who thrives at the chance of learning new skills.
- Furthermore, I am adept at handling multiple tasks on a daily basis competently and at working well under pressure.
- A key strength is communication; building strong relationships with people in order to deliver the best results.
- I'm also energetic and eager to learn new skills and willing to take on any training necessary to enable me to carry out my work well.

PROFESSIONAL SKILLS

- Strong interpersonal skills and strong communication skills
- Possess strong problem-solving skills and the ability to handle multiple priorities in a fast-paced, action-oriented environment
- Experience testing and troubleshooting in multiple browsers or email clients with a strong sense of web design and user experience fundamentals
- Strong technical skills in HTML and CSS
- Excellent project/time management skills with the ability to multi-task in a fast paced environment
- Demonstrated analytical and problem-solving skills with a core understanding of digital content success measurements and goals
- Intermediate with Photoshop and Canva
- Intermediate with JavaScript and PHP
- Familiar with Adobe Campaign, Mailchimp and Klaviyo

WORK EXPERIENCE

Digital Developer Specialist

Company: Saga plc

[1/02/2023 – Present]

- Building and updating Trigger emails for customer journey, Tactical emails for weekly emails and Transactional emails
- Building special tracking links
- Finding the best practice for emails
- A/B testing for all emails
- Looking for the best methods to interact with customers

Email/Digital Developer

Company: Saga plc

[15/11/2021 – 31/1/2023]

- Building emails using HTML and CSS and sending through Adobe Campaign
- Implemented procedures for testing and troubleshooting of HTML and revised code and checking the email in Litmus
- Executed processes for conducting proper campaigns across multiple email clients and mobile devices
- Formulated procedures for slicing and optimization of images for HTML emails utilizing Photoshop
- Coordinated with other teams for campaign accuracy as per established quality specifications
- Assisted in hand coding and implementation of HTML emails and landing pages through Dreamweaver
- Provided technical assistance for troubleshooting of technical issues relating to HTML templates

Production Manager

Company: MailNinja

[04/10/2020 – 03/10/2021]

- In my role as Production Manager at MailNinja, I managed a team of Email Designers and encouraged them to push themselves creatively to create the most inspiring, on-trend and functional emails
- My attention to detail and extensive knowledge of different email clients ensures each email produced is optimised
- Coordinating and communicating content change requests and production schedule
- More recently, my role developed into deploying email campaigns, setting up automations, and creating audience segments within Mailchimp

Email Developer

Company: MailNinja

[09/07/2018 – 01/10/2020]

- I create fully responsive pixel-perfect emails and test every email to ensure they work across all email platforms and mobile devices.
- Building campaigns and templates with:
 - HTML and CSS;
 - Mailchimp drag and drop builder;
 - BEE drag and drop editor;
- Development of responsive HTML emails and/or landing pages from layered PSD files
- Test email rendering for consistency across all email clients (Gmail, Outlook, Mobile, etc.)
- Upload relevant content and set up email campaigns within the email platform
- Code dynamic content and map variables within the campaign, to drive versioning and customization of the emails

- Meet deadlines for content publication
- Experience developing email templates
- Ability to work in a distributed team
- Work autonomously and be self-driven
- Passion for creating simple and clean solutions to complex problems
- Develop and update email templates for emails triggered by user and system events
- Conduct competitive research and identify best practices for coding architecture as well as user experiences for all email programs and landing page designs

Web developers

Company: DIGITAL CALYPSO EFECT SRL

[03/03/2016 – 15/06/2018]

- Creation and maintenance of websites selling popular products
- Website creation (WordPress templates configuration and testing)
- Website maintenance and upgrades
- Web marketing, search engines optimization (meta tags, keywords, etc.)
- Relationships with suppliers
- Technologies used: WordPress, PHP, HTML5, MySQL, CSS

EDUCATION AND TRAINING

[01/10/2011 – 15/07/2015]

Degree in Computer Engineer

RECOMMENDATION

Doug Dennison CEO at MailNinja, owner of Chimp Essentials

Vlad is a superstar HTML developer and a great all-around employee. He excels at training and supporting other in-house team members, and his positive and can-do attitude means that when faced with problems he is determined to go out and find the solutions. His commitment to his job and his work make him a great asset to any company, large or small.

Nick Pearson Lead Developer at MailNinja

I've worked with Vlad for over 3 years. Throughout our entire time working together, he has shown dedication to learning his craft and worked very hard to do his job as an HTML email developer & later as a production manager. He is an expert with email based HTML & CSS, knowing how to make things look perfect across a bunch of different devices and email clients. He's also made himself very flexible with a lot of changes to his role and how he has approached his work over the last three years. Vlad's friendly positive attitude means he's very easy to get along with and improves the mood of everyone around him.

Paul Richards Customer Success Manager at MailNinja

I've worked with Vlad for a little over 18 months, he's immensely knowledgeable when it comes to email coding and design principles, he's helped me grow my own knowledge and supported me greatly. Vlad is a team player going over and above to get the job done and would be an asset to anyone.

REFERENCES

Harriet Anne Holland

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Doug Dennison

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Tony Nutley

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