

# GERALD OFOKANSI

I am an Email developer who is passionate with proven experience and competent in developing email templates from scratch. This brings about uniqueness to every template I create. I make sure they are tested and work across various email clients, and troubleshoot any problems encountered in the process, before sending to the recipient. With different device screen sizes, compatibility and responsiveness is essential when working on these templates to prevent horizontal scrolling. I am an efficient creator, and I build landing pages as well. My aim is to make the landing pages user friendly; likewise, conducting A/B testing to understand the likelihood of users signing up on the page. I meet deadlines and always make sure I bring more than 100% satisfaction to all my clients.

## PROFILE SUMMARY

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- The passion I have for the job is what gives me the zeal to accomplish organizational goals and add value to the company.
  - I am highly skilled in identifying the problems uncovered by the feedbacks and experiences of customers by testing and referring problems to the appropriate personnel for corrections.
  - Proficient in evaluating code to ensure it meets industry standards, and writing the codes in a clean and organized manner for easy comprehension to a third party.
  - I will consider myself as someone who is enthusiastic about problem solving, with the skills to finding lasting solutions to problems.
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## TECHNICAL SKILLS

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- HTML Email development with the use of tables.
  - HTML5
  - CSS3
  - Cross-browser compatibility
  - Coding
  - Email template testing across various different clients and devices.
  - Git
  - GitHub
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## PROFESSIONAL EXPERIENCES

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- **Freelancer**- as an Email developer for a fashion brand that needed to send out promotional emails to their subscribers. HTML tables was used for developing promotional emails, which helped generate a 25% increase in sales on their products by tailoring the mails to meet customers' needs, prompting current customers and attracting new customers to make more purchases on their official website.
  - With the use of HTML5 and CSS3, I helped a client develop a landing page to their website. This attracted over 20 more subscribers as it was user friendly and encouraged more customers to sign up for the services that was rendered by the company.
  - Forms were designed for a client using HTML and CSS to carry out analysis pertaining the customer relationship management, with the aim of understanding what customers really wanted to improve in terms of services and products. The results from the analysis helped the company understand the needs of their customers and sales improved by 10%.
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## CERTIFICATIONS

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- Programming Basics via Great learning
  - HTML Tutorial (Use of tables) via Great Learning
  - Front End Development – HTML via Great Learning
  - Responsive Web Design via FreeCodeCamp
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## EDUCATION

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Graduated May/2020

**B.Sc. Accounting**, American University of Nigeria.