

Hello. This is a curated selection of projects I've had the privilege to work on. All emails were coded in html and mobile responsive as well as optimized for each email client.

Most designs were provided by the client and included transactional emails as well as marketing emails.

I hope you like what you're about to see.

# THE WORK.

**Jenny Citherlet**  
**T** 604 935 6304  
**E** jennycith@gmail.com

# HTML EMAIL AND MARKETING CAMPAIGN

I build responsive HTML  
Transactional emails and  
Marketing Campaigns after your  
branding requirements

The image shows a tablet and a smartphone side-by-side, both displaying digital marketing content for the Proper brand.

**Tablet Screen:**

- Header:** "Celebrate all things spring at SF Proper" and "View this email with images".
- Logo:** SAN FRANCISCO PROPER HOTEL
- Image:** A hand pouring tea from a silver teapot into a white cup, with a three-tiered silver tray holding various pastries and macarons in the background.
- Text:** "Proper Afternoon Tea"

**Smartphone Screen:**

- Header:** "PROPER"
- Image:** A dark cocktail with a cherry garnish on a checkered surface.
- Text:** "A SEASON OF PROPER CHEER"
- Text (Small Print):** "Find festivity this season in our Proper cities, where each of our chef-driven restaurants is scheming up a festive lineup of special holiday soirees. Bring the holiday cheer, and we'll handle the rest; anything less just wouldn't be Proper."
- Text (Large):** "youself to Proper afternoon tea at Villon's Winter Garden or Lobby Lounge this spring — with a menu of special floral-inspired teas, botanical spritzes, and

Thank you for your reservation [View this email with images](#)



**NOBU HOTEL**  
LONDON PORTMAN SQUARE

[DOWNLOAD THE NOBU APP](#)  
[RESERVE NOBU RESTAURANT](#)  
[RESERVE SPA](#)  
[CONTACT US](#)

---

## YOUR UPCOMING STAY

Dear #FIRSTNAME#,

To make your stay in London Portman Square the best it can possibly be, don't hesitate to get in touch for insider recommendations, practical information or any other requests you may have.

---

## YOUR DETAILS

Guest Name:	#FIRSTNAME# #LASTNAME#
Accommodation:	#STAYROOMTITLE#
Arrival Date:	#STAYARRIVALDATE#
Departure Date:	#STAYDEPARTUREDATE#
Transaction ID:	#STAYBOOKINGENGCNFMNUM#
Confirmation Number:	#STAYCONFIRMATIONNUMBER#
Number of Adults:	#STAYNUMADULTS#
Number of Children:	#STAYNUMCHILDREN# #STAYCHILDAGES#

---

## HOTEL POLICY

Important information to facilitate your stay:

- The Daily Rate and Total Room Cost include VAT.
- #STAYCXL POLICY#
- #STAYDEPOSIT POLICY#
- Check in begins at 3 p.m. and check out is at 12 p.m. Should you arrive prior to 3 p.m. or plan on departing after 12 p.m., we can store your luggage as you enjoy the facilities.
- Daily inclusions include complimentary Wi-Fi in guestrooms and all public areas, access to our fitness center, in-room bottled water replenished daily, all domestic calls, and daily newspaper on request.
- There will be a hold of £150 GBP / day on your credit card towards incidentals and the hotel will authorize additional funds as needed based on additional incidental charges.
- Credit card used for pre-payment and/or deposit must be presented at check-in with valid ID. Guests may change their source of payment at time of check-in if credit card used previously is not available
- For guests traveling with pets, a one time fee of £40 GBP will apply. Prior to arrival, please contact us to arrange for your pet's travel.
- We are a non-smoking hotel. Please note there will be a fee charged at the rate of the first night for infringement of this policy.
- For any further assistance please contact at concierge: [portmansquare@nobuhotels.com](mailto:portmansquare@nobuhotels.com).

NO SHOW POLICY  
In case of No Show, forfeiture of deposit will apply.

EARLY CHECK OUT POLICY  
Early departure will cause forfeiture of deposit. You will be charged for the total stay.

---

22 Portman Square, London W1H 7BG, United Kingdom  
+44 203 988 5888

[GET THE NOBU APP](#)  

By registering as a guest of our hotel or utilizing our outlets, products, or services, you are agreeing to the terms of our Global Privacy Statement regarding our collection and use of your personal information and the information of additional guests if such information is provided by you. By providing your email address you are opting-in to receive marketing communications from Nobu Hotels, Nobu Hospitality, Nobu Restaurants, and our affiliates. You may opt-out of marketing at any time by clicking [here](#). Your personal information will be used in accordance with the terms outlined in our Global Privacy Statement which can be accessed at [www.nobuhotels.com/privacy-policy.html](#). You may also contact us at [privacy@nobuhotels.com](#) to request a copy.

## TRANSACTIONAL EMAIL

Confirmation email redesign,  
content creation with information pro-  
vided by client.

View this email with Images

**PROPER**

**A SEASON OF PROPER CHEER**

Find festivity this season in our Proper cities, where each of our chef-driven restaurants is scheming up a festive line-up of special holiday menus. Bring the holiday cheer, and we'll handle the merriment; nothing less just wouldn't be Proper.

[Explore Holiday Happenings](#)

**AUSTIN**  
DOWNTOWN L.A.  
SAN FRANCISCO  
SANTA MONICA

**AUSTIN**

From decadent pre-fixe dinners at The Peacock to tequila-spiked Mexican hot chocolate at La Piscina, the celebration is on at Austin Proper.

[MAKE A RESERVATION](#)

**DOWNTOWN L.A.**

Make it a Caldo Verde holiday, with Chef Suzanne Goin and Caroline Styne's twists on tradition, enjoyed at the newest member of the Proper Family.

[MAKE A RESERVATION](#)

**SAN FRANCISCO**

As the season begins, special Nutcracker Holiday Tea, festive Christmas dinners, and a disco-centric New Year's bash at Charmaine's.

[MAKE A RESERVATION](#)

**SANTA MONICA**

Find festivity under the Santa Monica moonlight with a festive Christmas menu at both Palma and Calabria... and a caviar-and-Champagne-soaked New Year's fete.

[MAKE A RESERVATION](#)

**PROPER GIVING**

Giving back to our local communities is at the heart of what we do — your stay supports our Proper Giving program, which funds the work of charitable organizations working to fight homelessness.

**PROPER HOTELS & RESIDENCES**  
1437 7TH STREET, SANTA MONICA, CA 90401  
[PROPERHOTEL.COM](#)

**WE'RE HIRING!**

Click here to unsubscribe from future emails.

View this email with Images

**PROPER**

**A SEASON OF PROPER CHEER**

Find festivity this season in our Proper cities, where each of our chef-driven restaurants is scheming up a festive line-up of special holiday menus. Bring the holiday cheer, and we'll handle the merriment; nothing less just wouldn't be Proper.

[Explore Holiday Happenings](#)

**AUSTIN**  
DOWNTOWN L.A.  
SAN FRANCISCO  
SANTA MONICA

**AUSTIN**

From decadent pre-fixe dinners at The Peacock to tequila-spiked Mexican hot chocolate at La Piscina, the celebration is on at Austin Proper.

[MAKE A RESERVATION](#)

**DOWNTOWN L.A.**

Make it a Caldo Verde holiday, with Chef Suzanne Goin and Caroline Styne's twists on tradition, enjoyed at the newest member of the Proper Family.

[MAKE A RESERVATION](#)

**SAN FRANCISCO**

Treat the season with special Nutcracker Holiday Tea, festive Christmas dinners, and a disco-centric New Year's bash at Charmaine's.

[MAKE A RESERVATION](#)

**SANTA MONICA**

Find festivity under the Santa Monica moonlight with a festive Christmas menu at both Palma and Calabria... and a caviar-and-Champagne-soaked New Year's fete.

[MAKE A RESERVATION](#)

**PROPER GIVING**

Going back to our local communities is at the heart of what we do — your stay supports our Proper Giving program, which funds the work of charitable organizations working to fight homelessness.

**PROPER HOTELS & RESIDENCES**  
1437 7TH STREET, SANTA MONICA, CA 90401  
[PROPERHOTEL.COM](#)

**AUSTIN**  
DOWNTOWN L.A.  
SAN FRANCISCO  
SANTA MONICA

**WE'RE HIRING!**

Click here to unsubscribe from future emails.

## MARKETING EMAIL

Marketing campaign.  
content creation with information pro-  
vided by client.

# MARKETING EMAIL

Preheader text goes here

[View this email with images](#)



PATUS RUDAN TANOUPEDO

## MAIN HEADLINE GOES HERE

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA.

### SPECIAL OFFERS



#### *Mindful Living*

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA.

[BOOK NOW](#)



#### *Taste of Andalusia*

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA.

[BOOK NOW](#)

### ONE DESTINATION, ENDLESS POSSIBILITIES PUENTE ROMANO MARBELLA

[EXPLORE](#)



Les Claparèdes, Chemin des Cabanes  
84480 Bonneveix  
+33 (0)4 90 75 89 78  
[reception.capelongue@beaumier.com](mailto:reception.capelongue@beaumier.com)

[Click here](#) to unsubscribe from future emails.



MARCH  
2022

BOTTOMS UP FOR BOTTOMLESS BRUNCH  
EVERY FRIDAY AT COMMONS CLUB

[LEARN MORE](#)

**Too BUKU for BUKU Music + Arts Project**

Make Virgin Hotels New Orleans your home for the return of BUKU! Right outside your hotel door, enjoy a special performance from EDM artist Le Youth, take a dip in the rooftop pool, or catch a Britney Spears Burlesque Brunch hosted by Trixie Minx.

[GET THE DETAILS](#)



**Future is Female Brunch:  
Don't Miss Out!**

Celebrate Women's History Month at Virgin Hotels New Orleans with a special "Future is Female" brunch every Sunday. This week features local DJ Oura from 10:30am - 1:30pm.

[SUNDAY FUN DAY](#)

**Is it Wednesday Yet?**

Wednesdays are the new Fridays starting on March 16. Join us each Wednesday for the official after-party of Wednesdays at the Square kicking off on March 16 with resident trio Jenn Howard Band.

[MAKE YOUR RESERVATION](#)



**Pool Season at The Pool Club is Near**

It's getting warm out there, New Orleans. Spend your days soaking up some vitamin D at The Pool Club Bar with a cocktail in hand. Hotel guests receive priority access to pool and poolside loungers.

[ABOUT THE POOL CLUB](#)

Our guests and teammates' health and safety is our top priority. We are taking extra precautions to ensure our hotel is clean and safe for all. [LEARN MORE](#)



Edinburgh

1 India Building, Victoria Street, Edinburgh, Scotland, EH1 2EX

STAY OVER  
[ROOM RATES](#)

GET THE APP  
[DOWNLOAD THE MOBILE APP](#)

FOLLOW

This email was sent by: Virgin Hotels Edinburgh  
[Update Profile](#) [Unsubscribe](#) [Manage Subscriptions](#)  
© 2020 VirginHotels.com all rights reserved.