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ABOUT ME

As an email developer, I have a thorough understanding of email marketing best practices and the technical skills to create engaging and effective emails. I have experience designing and coding emails from scratch, as well as working with email marketing platforms such as Mailchimp. I am proficient in HTML and CSS, and am comfortable working with BEE Pro drag and drop email editor.

In my role as an freelancer email developer, I'm responsible for creating and sending weekly newsletters, promotional emails, and transactional emails. I worked closely with the marketing team to develop email campaigns that aligned with company goals and brand standards. I also performed A/B testing to improve email performance and analyzed data to identify areas for optimization.

In addition to my technical skills, I am a strong communicator and collaborator. I enjoy working with cross-functional teams to develop email campaigns and have experience presenting email performance data to stakeholders. I am also detail-oriented and always ensure that emails are thoroughly tested and optimized for all devices and email clients.

PROFESSIONAL SKILLS

Technical Skills:

- Proficiency in HTML, CSS, and BEE Pro

- Experience in Visual Studio Code

- Experience with email marketing platforms such as Mailchimp

- Understanding of email marketing best practices

- Ability to create responsive and optimized emails for all devices and email clients

- Experience with A/B testing and analyzing email performance data

- Skills to build design in Canva

Soft Skills:

- Strong communication skills, both written and verbal

- Collaborative approach to work and ability to work well in a team

- Detail-oriented and committed to delivering high-quality work

- Problem-solving skills and ability to find creative solutions to challenges

- Ability to manage multiple projects and deadlines simultaneously

- Adaptability and willingness to learn new skills and technologies

WORK EXPERIENCE

Email Developer

Company: Freelancer

[10/03/2020 – Present]

- 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;
  - Visual Studio Code;
  - Mailchimp drag and drop builder;
  - BEE drag and drop editor;
- Development of responsive HTML emails from layered PSD files
- Test email rendering for consistency across all email clients (Gmail, Outlook, Mobile, etc.)
- Meet deadlines for content publication
- Experience developing email templates
- Implemented procedures for testing and troubleshooting of HTML and revised code and checking the email in Litmus
- Passion for creating simple and clean solutions to complex problems
- Conduct competitive research and identify best practices for coding architecture as well as user experiences for all email programs and landing page designs

Email Developer

Company: DIGITAL CALYPSO EFECT SRL

[15/09/2017 – 15/06/2018]

- Building emails with HTML and CSS
- Using A/B testing

- Assisted senior developers with creating and coding email campaigns

- Learned best practices for email marketing and coding from senior developers

- Conducted quality assurance checks on email campaigns to ensure accuracy and quality

Website Maintenance

Company: DIGITAL CALYPSO EFECT SRL

[03/03/2016 – 15/06/2018]

- Maintenance of websites for selling popular products

- Web marketing, search engines optimization (meta tags, keywords, etc.)

- Content update

- Plugin and theme updates

- Relationships with suppliers

- Technologies used: WordPress

EDUCATION AND TRAINING

[16/12/2022]

[Creating a Responsive HTML Email](#)

[15/12/2022]

[Introduction to CSS](#)

[14/12/2022]

[HTML Essential Training](#)

[01/10/2012 – 15/05/2015]

Degree in Social Work