





# CONNIE ROSENDALE

## WEB DESIGN MANAGER

 07506580312

 connie.rosendale@gmail.com

 Stokenchurch, Bucks

 [Portfolio](#)

## ABOUT ME

*Experienced creative web design manager with a strong background in marketing and monetisation of online assets.*

As a hands on learner, I started my career with an apprenticeship. Now with over 6 years experience, I have progressed through roles at both B2B and B2C companies, utilising my front-end coding skills, problem solving and time management. I am now looking for a new challenge and opportunity to further develop my skill set and experience.

## SKILLS



## EXPERIENCE

### Web Design Manager

*Dixons Carphone, London | March 2019 – Present*

#### Management of Currys homepage

- Multiple redesigns which have led to a significant increase in click through rate (+74.5% WoW on day of latest design launch)
- Creation of, and daily updates to, the Currys homepage using HTML & Sass (hand-coded).
- Working with analytics team to ensure all updates are measured efficiently.
- Reviewing performance with trading team and tweaking templates, content and processes to improve the customer experience and key metrics of the Currys homepage.

#### Promotional planning and management

- Working with marketing teams to understand upcoming events (such as Black Friday & Jan Sale) and planning the online execution.
- Mock-ups of full promotional journey, ensuring alignment to brand and UX guidelines.
- Presenting plans to stakeholders for sign off.
- Collaborating with a variety of teams including commercial, trading and merchandising to ensure all the content for promotional events is briefed.
- Build of all landing pages and promotional assets across website.
- Reviewing and improving homepage templates to ensure they meet requirements for each promotion.

#### Management of new product launches

- Communicating with suppliers and internal stakeholders to ensure we are 'first to market' for new products.
- Design and build of eye catching full page takeovers for key launches from companies such as Apple & Samsung.

# EDUCATION

Advanced Level Apprenticeship in IT,  
Software, Web & Telecoms

2013-2014

Microsoft MTA: HTML5 Application  
Development Fundamentals

ICT OCR National Diploma: Distinction

10 GCSEs including A in IT & A\* in  
Business Studies

## Line manager of 2 web designers

- Responsible for coaching, time management, training and day to day support.

## Google Ad Manager

- Advising dev team on implementation of Google Ads on currys.co.uk.
- Guiding and educating teams on how to use Google Ad Manager.

## Creation of HTML components

- Creation of a HTML library including all components needed to make landing pages in the new Currys branding. Following UX guidelines closely, this was created with the use of HTML5, jQuery and Sass.

## Web Designer

*Dixons Carphone, London | June 2017 - March 2019*

### Homepage updates & asset creation

- Working to tight deadlines to ensure the homepage was updated with all new offers, using HTML & CSS.
- Using Sketch, Photoshop & Illustrator to create promotional banners to be used across Currys & the eBay store.

### Landing page creation

- Converting mock-ups into fully responsive landing pages using HTML, CSS & jQuery where required.

## UI Developer

*Incisive Media, London | 2016-2017*

### App migration

- Migrating 30+ apps to new platform, significantly improving customer experience.
- Training design and sales teams on how to use the new platform, whilst educating them on the benefits of digital over print. This project earned me Digital Person of the Year at our company awards.

### Monetisation of online assets

- Working closely with the sales team to ensure that all sponsored space across the websites was being sold and used efficiently.
- Converting print assets into digital advertising and educating sponsors on the advantages of digital. Advising sponsors on how to improve designs of their assets to increase performance.

## Junior Web Producer

*Incisive Media, London | 2014-2016*

### Creation of 8+ subscription microsites

- Design and creation of microsites to sell subscriptions to our brands. Built using Wordpress, this included setup, child theme creation, custom plugins, user testing and training of marketing teams
- Resulted in 18% reduction in bounce rates on forms, 15% increase in online order cash and 25% improvement to the trial conversion rate YoY.

### BAU updates

- Creating and editing web pages using HTML, CSS, Git and Javascript.
- Setting up and updating apps in iTunes & Google Play stores.

## Digital Apprentice

*Incisive Media, London | 2013-2014*

Starting my career as a digital apprentice allowed me to work with many different departments, picking up a variety of skills. My main responsibilities during this time included updating CSS and Javascript files, creating print and web graphics and trafficking adverts through DFP.