

Kristina Wright

Brackley, Buckinghamshire, United Kingdom

e-mail: hello@kristinawright.co.uk

LinkedIn: [linkedin.com/in/kristina-wright/](https://www.linkedin.com/in/kristina-wright/)

Website: www.kristinawright.co.uk

PROFESSIONAL BIO

I am a digital developer who specialises in email. With over a decade of experience within the industry, I have built and worked on campaigns for brands such as Disney, McDonalds, P&O Cruises, Seagate, O2, Oxfam and many more.

I thrive on working remotely and I am able to successfully manage my time and priorities, meet tight deadlines and ensure projects are delivered to the highest quality.

I am passionate about email and pride myself in creating fluid, responsive, accessible emails, adhering to best practise and keeping up-to-date with the latest trends.

SKILLS

- Email HTML & CSS
- Accessible Coding for Email
- Adobe Photoshop
- Litmus & Email on Acid
- Various ESPs inc Adestra, Salesforce, Responsys, Campaign Monitor

Languages

- English – Native speaker
- Spanish – Degree level – spoken and written
- French – A-level standard

EXPERIENCE

2024 - Present Armadillo CRM - Freelance Email Developer

2023 - 2024 Jarrang

Email Designer and Developer – Design and build visually engaging mobile responsive emails for clients such as Milwaukee, Ryobi and Seasalt Cornwall. Main responsibilities include:

- Design and code responsive emails using HTML and CSS to ensure compatibility across various devices and email clients.
- Creating campaigns within email marketing platforms such as Salesforce, Insider and Campaign Monitor.
- Keeping up-to-date with industry trends and emerging technologies to continuously improve email design and development techniques.
- Troubleshooting and resolving rendering issues across different email clients and devices using tools such as Litmus and Email on Acid.

2020 - 2023 Armadillo CRM

Freelance Email Developer – created mobile responsive emails and landing pages for global brands such as Disney, McDonald's and Carnival. Main responsibilities included:

- Building mobile responsive emails and adding content to create multi language variants.
- Performing quality assurance testing to ensure email renders correctly across all major clients and mobile devices.

- Assisting with the creation and testing of interactive elements such as carousels, accordion dropdowns, quizzes and tap-to-reveal content.

2019 - 2020 1973 Ltd

Front End Developer - built mobile responsive emails and landing pages for hardware giant Seagate, sister company LaCie and cloud provider Rackspace. Main responsibilities included:

- Working closely with the Design team to build high quality mobile responsive emails using the latest email standards.
- Creating interactive content for emails and landing pages to increase user engagement, click-throughs and return on investment.
- Performing meticulous quality assurance testing using Litmus and Email on Acid to ensure email content renders correctly.
- Providing ongoing maintenance for company and client websites using WordPress.

2014 - 2019 Upland Adestra

Senior Digital Designer - designed and built mobile responsive email templates, forms and landing pages for use within the Adestra platform. Main responsibilities included:

- Creating unique and innovative designs based on a brief scoped out with clients, in keeping with their brand guidelines but also using UX design skills to produce a visually appealing yet functional email template.
- Building bespoke emails and email templates based on own or client provided designs, ensuring they adhere to email best practice and are fully mobile optimised.
- Creating online forms and landing pages to the latest web standards using a combination of HTML, CSS and jQuery where required.
- Testing email and form builds to ensure the content renders correctly across all major email clients and mobile devices.
- Providing a handover and training session with clients to help them create their own email campaigns within the Adestra platform.
- Managing allocation of and troubleshooting escalated HTML cases from the in-house customer support team.

2014 Oracle Responsys

Associate Campaign Specialist - built and managed email campaigns for their deployment across both UK based and international clients. Main responsibilities included:

- Performing daily email marketing activities including hand-coding HTML emails, email campaign set-up, scheduling, testing and the deployment of one-time, recurring, triggered and dynamic content-driven campaigns.
- Creating mobile optimised modular email templates for clients to allow them to generate their own campaigns independently.
- Follow email marketing best practices with coding, design and full testing of email campaigns to ensure no post launch errors occur.
- Analyse post launch data and recommend improvements for subsequent campaigns.

2013 KS Agency

Internship - web design and app development. Main responsibilities included:

- Updating and maintaining existing websites developed in Drupal and WordPress.
- Creating splash screens and icons for apps on iPhone and Android.
- Designing web pages and HTML emails for new up-and-coming projects.

- 2012 - 2013 Wrights Marketing
- Creative Artworker - worked alongside the Creative Manager to produce print-ready products for clients O2 and Dell. Main responsibilities included:
- Creating collateral using InDesign according to individual brand guidelines.
 - Produce and manipulate images using Photoshop and Illustrator.
 - Ensuring all 'print-ready' material is of high quality and standard.
- 2010 - 2012 TomTom
- Customer Service Representative - provided professional end user and retail support for TomTom devices to consumers and retailers. Main responsibilities included:
- Providing troubleshooting advice and assistance on a wide range of technical issues.
 - Offering professional purchase advice to consumers thus increasing in house sales.
 - Working within a large team to meet monthly targets and increase customer satisfaction.
- 2009 - 2010 Wrights Marketing
- Translations Department - created documentation for construction giant JCB in multiple languages. Main responsibilities included:
- Working within a team of five creating manuals and other documents in 25 languages.
 - Liaising with translators to ensure accurate transcription of technical material.
 - Using desktop publishing applications for creative design and layout purposes.
 - Designing user guides and providing end user support as required.

EDUCATION AND QUALIFICATIONS

- 2004 – 2008 The Manchester Metropolitan University
BA (Hons) Spanish and Internet Management 2:1
- Language modules: Spanish interpreting and translation enhanced my linguistic competence and provided practical training in these two important skills.
- Internet Management modules: Web Application Development enabled me to develop and launch programs in Java. Applied Web Design and Management allowed me to gain sufficient knowledge in HTML and CSS.
- 2006 – 2007 Erasmus Year at the University of Valladolid, Spain: Gained insight into living and working in a different country and managed to adapt to a new society and culture. Developed my confidence and fluency of the Spanish language.
- 2002 – 2004 Greenhead College, Huddersfield
A-Levels: Computing, French and Spanish
- 1997 – 2002 Holmfirth High School
9 GCSE passes A* - B including Mathematics, English and Science