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| |  | | --- | | **Trudy Messingham** | | **HTML and EMAIL Developer** | | |  | | --- | | **Contact** | | **E-mail:** [**trudy-at-trudymessingham.co.uk**](mailto:trudy@trudymessingham.co.uk)  **LinkedIn:** [**trudymessingham**](https://www.linkedin.com/in/trudymessingham) | |
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| |  | | --- | | **Address** | | South West London, United Kingdom | | |
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| |  | | --- | | **Profile** | | |  | | --- | | A highly motivated professional, with over 10 years’ experience in front-end development and 5 years dedicated to HTML email development. | | | |
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| |  | | --- | | **Key Skills** | | **HTML Website/Email Development:**  As an experienced front-end developer, I am competent in responsive coding techniques, writing code that is cross browser compatible to a high standard for both web page and email.   * Proficient in HTML(5) and CSS(3) **layout and architecture**, with a strong emphasis towards WAI-ARIA and W3C guidelines. * Fully versed in table-based layout for email, with strong knowledge of technical requirements. * Bespoke coding for multiple interfaces with responsive designs as standard. * Convert PDF/PSDs into wireframes and workable templates. * Excellent communication skills to enable the correct deployment of client’s briefs to ensure brand consistency and all their requirements are met. * Ability to create and deploy landing pages or micro websites to aide and assist with conversions. * Ample resources to maintain existing routines, and constantly on the look-out for new ways and technologies. * A strong facilitator between clients and programmers.  |  | | --- | | **Also Proficient or familiar with technologies, procedures and products, including:** | | HTML(5), CSS(3), Responsive Web Design, HTML email; WAI-ARIA, schema.org; AMP; Information Architecture, Content Design; CMS child-theme & template adaption; Front-end PHP; Data-Driven Documents; Microsoft Office, Google Docs; JIRA; Litmus, Email on Acid.    Online portfolio: https://trudymessingham.co.uk/portfolio/ | | | |
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| |  | | --- | | **Work Experience** | | |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | **Hawkeye, London** | **Full Time** | | **HTML / Email Developer** | **2016 to Present** | | * Google accounts, including: Grow with Google, Academy on Air, and Google Marketing Platform * Preparing and uploading HTML emails for deployment. * Coding wireframes and master templates from briefs and PDF/PSDs for desktop and mobile clients such as Outlook, iPhone and Gmail. * Maintaining excellent working and QA practices, while managing scope and stakeholder expectations. |  | | **Front-end Development** |  | | * HTML Landing/data-capture pages * HTML App UI for CRM back-end |  | |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | **Celerity Information Services, Dartford** | **Full Time** | | **eCRM HTML – EMAIL Builder / Developer** | **2014-2016** | | * Working within the Campaign / Email Building team in a fast-paced environment, dealing with internal work time & quotes based on team resources, workload and project scope. * Coding and developing bespoke email templates from clients’ specs/PSDs, for desktop and mobile clients such as Outlook, iPhone and Gmail. * Preparing and uploading HTML emails for deployment from Neolane/Adobe, Pure360, Adestra & Exact Target Marketing Cloud. * Experience of managing internal stakeholder expectations * Ability to handle multiple projects simultaneously * Accurate QA procedures * Scheduling meetings with Account Managers on behalf of the eCRM team. |  | |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | **Branded Frog Web Development** | **Freelance** | | **Front-end Developer / Operations Manager** | **2012-2014** | | * Front-end web site development/coding (HTML(5)/CSS(3)). * Hand coding responsive design as standard. * Email and newsletter campaigns. * Ongoing marketing and advertising. * Organising business reports and procedures (Microsoft Word/Excel). |  | |  |  | |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | **Card Cutters Ltd., Wandsworth, London** | **Full Time** | | **Operations Manager – Merchant Services** | **2009-2012** | | * Established office policies/procedures and set up all daily operations of the company as a startup business in the Merchant Services industry. * Constructing and maintaining records on Sage CRM, Word and Excel. * Administration of new contracts from over 80 sellers in the field. * Maintained daily/monthly administrative reports and records for internal office and external suppliers. * Merchant/customer liaison, customer sales and support by dealing with any issues and/or disputes in contracts. Liaison between banks & merchants for additional information pertaining to applications. * Design of sales literature, forms and electronic media. |  | |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | **Sauflon Pharmaceuticals Ltd., Twickenham** | **Full Time** | | **Customer Care – Contact Lens Manufacturer** | **2008** | | * Dealing with customer orders, enquiries and complaints by telephone and post. * Record keeping/order taking via a customer relationship management system. |  | |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | **Part time HTML/CSS coder** | **Part Time** | | (during break taken to raise family) | **1991-2008** | | * Part-time with a computer programming company (JMDS), offering support with design and implementation for their clients’ websites. * Constructing templates in HTML/XHTML and CSS. * Creation of landing pages and micro sites. * CSS child themes for WordPress. |  | |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | **Sun Life Insurance, Kingston, Surrey** | **Full Time** | | **Insurance Clerk – Insurance Company** | **1989-1991** | | * Life & Pension and Inheritance Tax. * Dealing with both brokers and clients, mainly by telephone. * Personal assistant to a BDM in Kingston and 3 others based in Guildford. |  | |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | **Caithness & Co., Kingston, Surrey** | **Full Time** | | **Insurance Clerk – Insurance Brokers** | **1987-1989** | | * Personal Lines and Fleet Motor. * Dealing with new and existing clients by both telephone & face to face. * Offering quotations, and maintaining existing clients’ files. |  | | |  |  | | --- | | **Activities and Interests** | | |  |  | | --- | --- | |  |  | | **Academic History** | Avid interest in the history of Britain & U.S.A, and amateur genealogy. | | **Relaxation** | Classical music, reading non-fiction, socialising in the weird world of Doctor Who. | | **Continuing Education** | Keeping up-to-date with developer technologies e.g. HTML5 & CSS3, and building my skill-sets with courses and publications for web design and development systems.  Online courses: ‘Web Science’ with the University of Southampton, ‘Corpus Linguistics’ with Lancaster University and, ‘Community Journalism’ with Cardiff University. | | | |
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| **References** |
| Available upon request |