

Trudy Messingham

HTML – EMAIL Builder / Developer

Contact

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Profile

A highly motivated professional, with over 10 years' experience in front-end development and management.

Key Skills

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) 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.
- Experience using JavaScript via libraries such as jQuery and GSAP.
- Use of SVG and D3.js to visualise and illustrate trends in data.
- Ample resources to maintain existing routines, and constantly on the look-out for new ways and technologies.
- A strong facilitator between clients and programmers.

Online Marketing in Development:

My online marketing experiences have come from many years in the web development business. From starting out in the early 2000's as a CSS and template designer and developer for a programming company (Mambo/Joomla!), to most recently at my role with Celerity Information Services. I have acquired a broad insight into various aspects of digital marketing, of which some are listed below:

- Email marketing campaigns – Coding of bespoke campaigns using direct mailing.
- SEO - Familiar with on-site and on-page SEO, and fully aware of the differences between Black/White Hat.
- Social networking – Strong skills with use of social media via the use of Twitter, Facebook, blogs etc. as a beneficial tool to reach out to a mass audience.
- SEO Technologies – Experience in Schema.org, and mindful of the constantly changing currents in order to stay up-to-date with such issues as Google's algorithm updates.

Also Proficient or familiar with many technologies, procedures and products, including:

HTML(5), CSS(3), Responsive Web Design, HTML email campaigns, SASS/Compass; WAI-ARIA, schema.org; Sublime Text 2/3, Brackets, Command Prompt, Chrome DevTools; Parallax Design, Bootstrap3, Foundation5/6, Pure CSS; Neolane/Adobe , Pure360, Adestra, Exact Target/SalesForce Marketing Cloud; Front-end PHP, MySQL/phpMyAdmin, Oracle SQL Developer, MySQL Workbench; JavaScript/JQuery, GSAP, templating JavaScript; LAMP, Vagrant, Git; WordPress, Joomla!, Drupal, child-theme & template adaption; Data-Driven Documents, D3.js, SVG; Microsoft Office 2010, Microsoft Excel 2010, VBA, GoogleDocs; Evernote, Trello, Asana.

Work Experience

Epsilon, Soho

Full Time

Email Campaign Developer

2016 to Present

- ✓ Google - The Digital Garage
- ✓ Preparing and uploading HTML emails for deployment from BSD

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
- ✓ End of day 'scrum' meeting 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).

Online portfolio: <http://www.trudymessingham.co.uk/portfolio/>

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 and reports on Sage CRM, Word and Excel.
- ✓ Administration of new applications and 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, 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.

References

Available upon request