Trudy Messingham

HTML & Email Developer

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South West London, UK

Profile

Front-of-site Web Production Developer & HTML Email Specialist with 15+ years' experience delivering accessible marketing sites, landing pages, and CRM campaigns. Strong in semantic HTML5 and modern CSS, with a practical problem-solving focus on layout, accessibility, and cross-browser issues. 3+ years shaping colour-contrast and accessibility guidelines for design systems, shipping WCAG-aware, SEO-friendly front ends.

Core Skills

- Semantic, accessible HTML5 & CSS3 coding
- Responsive email development (Litmus, Email on Acid QA)
- Table-based layouts optimised for Outlook, Gmail, iOS/Android
- WAI-ARIA, WCAG, schema.org integration
- Landing pages, microsites & CMS child-theme adaption
- Cross-browser QA & performance optimisation
- Collaboration tools: JIRA, Google Workspace, Microsoft Office
- Version control: Git | Design handoff: Figma, PSD-to-HTML

Professional Experience

LeSHOP Agency (Publicis Groupe UK) – London
HTML & Email Developer | 2016 – 2025
- Built and optimised responsive HTML email templates for Google campaigns (Grow with Google, Academy on Air, Rewards, Mastery).
- Developed scalable master templates and wireframes for consistent brand deployment.
- Ensured cross-client rendering across Outlook, Gmail, iOS, and Android.
- Implemented QA workflows, reducing rendering issues and improving campaign delivery.

Celerity Information Services – Dartford
eCRM HTML Email Developer | 2014 – 2016
- Coded bespoke email templates from PSDs for desktop/mobile.
- Deployed campaigns using Neolane/Adobe, Pure360, Adestra, ExactTarget.
- Coordinated with stakeholders, managing multiple projects under tight deadlines.

Branded Frog Web Development – Freelance | 2012 – 2014
Front-end developer (HTML5/CSS3), responsive design, newsletters, and campaign support.

Card Cutters Ltd. – Wandsworth
Operations Manager | 2009 – 2012
Set up operations for startup merchant services firm, managed CRM and client onboarding.

Earlier Career
Various roles in insurance & customer care, plus part-time front-end coding.

Education & Continuing Development

Online courses: Web Science (Southampton University), Corpus Linguistics (Lancaster University), Community Journalism (Cardiff University).
Ongoing training in accessibility, semantic HTML, and modern email frameworks.

Interests

Accessibility advocacy, Doctor Who, genealogy (for research and discovery), crochet (for crafting and mental health).