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| **Trudy Messingham** |
| **HTML and EMAIL Developer** |

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| **Contact** |
| **E-mail:** **trudy-at-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** |
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| 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.

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| **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** |
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| **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.
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| **Front-end Development** |  |
| * HTML Landing/data-capture pages
* HTML App UI for CRM back-end
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| **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.
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| **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).
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| **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.
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| **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.
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| **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.
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| **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.
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| **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.
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| **Activities and Interests** |
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| **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 |