

Trudy Messingham

HTML and EMAIL Developer

Contact

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Address

South West London, United Kingdom

Profile

A highly motivated professional, with over 15 years' experience in front-end development and 10 years dedicated to HTML email development.

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 and CSS 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.
- Coding for multiple interfaces with responsive designs as standard.
- Convert designs into wireframes and 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.
- 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/>

LeSHOP Agency, London

Full Time

Brand Commerce creative shop powered by Publicis Groupe UK

HTML / Email Developer

2016 to Present

- ❖ Google accounts, including: Grow with Google, Academy on Air, Rewards, and Mastery
- ❖ Preparing HTML emails and segmentation logic for deployment.
- ❖ Coding wireframes and master templates for desktop and mobile clients such as Android, iPhone, Gmail. And Outlook
- ❖ 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

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. Crochet for crafting and mental health.
Continuing Education	<p>Keeping up-to-date with developer technologies, and building my skill-sets with courses and publications for web design and development systems.</p> <p>Online courses: 'Web Science' with the University of Southampton, 'Corpus Linguistics' with Lancaster University and, 'Community Journalism' with Cardiff University.</p>

References
Available upon request