



PERSONAL

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WORK EXPERIENCE

RAPP

From January 2022 – July 2025. HTML Email Developer / Senior Creative Artworker

Continuing work on Mercedes-Benz with email development for Retail and CRM which has involved setting up a modular system within Litmus for the wider email team to provide a consistent look and feel throughout all email production. Other clients I worked with have included Esso with emails being produced within Acoustic and Virgin Media O2.

Publicis Emil - Mercedes-Benz

From March 2019 - January 2022. HTML Email Developer / Senior Creative Artworker

From the acquisition of Mercedes-Benz from Omnicom, I was employed to transition and continue to develop the Mercedes-Benz CMS system Papirfly for their Retail Dealers. This involved producing templated emails and digital creative print artwork to upload and setup on Papirfly. I was heavily involved with producing the initial look and feel for the front-end and then building the back-end to include and produce all the email templates and digital artwork that the Retail Dealers required. My role has extended into working with the CRM Team, building emails/templates that work with the Mercedes-Benz Online Showroom along with customer email news letters to give a complete customer journey.

EG+ Worldwide

From Sept 2015 - March 2019. HTML Email and Front End Developer / Senior Creative Artworker

Omincom merged the production houses from its main agencies in London under one roof. I was transferred from TBWA\WorldHealth in order to integrate the digital and artwork production. With the merger I was involved in other projects for the combined agencies and have worked on Apple, British Gas, 3 mobile, Nissan, Mercedes, Sony, Singapore Airlines and various tobacco brands.

I increased my knowledge in front-end development using HTML5, CSS3, Javascript languages, Sass and Compass with GruntJS, as well as back-end knowledge including PHP and MySQL. I also possess a good grasp of social platforms and have been involved with CMS development, particularly on Mercedes-Benz and Nissan.



TBWA\WorldHealth

Oct 1998 - Sept 2015. Head of Digital / Front End Developer / Senior Creative Artworker

At TBWA\WorldHealth, I developed the department and advised the best course of action on any digital project, providing technical solutions and problem solving. I was involved in developing micro sites, landing pages, responsive websites, email newsletters, web banners and content-managed websites.

Certain projects have been developed for the iPad and iPhone, specifically for GSK and Roche. These required using a specific frameworks or bootstraps which were then supplied to their own design teams around the globe to translate into their own markets. This meant following strict code reviews to meet their internal requirements.

One of the largest projects I worked on was for AstraZeneca using the Veeva platform. This involved working on 220 individual HTML pages, which took six months of development, not only programming but also producing all assets.

Another project I am proud of was the Priorix Tetra internal page that featured within the GSK portal. This involved working within their framework, producing all assets as well as development which included CSS animations.

All projects were managed through a Subversion (Cornerstone) environment, which I put in place at TBWA\WorldHealth.

SKILLS

General Design

Adobe Suite Creative Suite
InDesign
Illustrator
Photoshop
Sketch
Figma
Canva

Web Design

HTML5/CSS3
jQuery
jQuery Mobile
SASS
Compass
GruntJS
SVN
WordPress

CLM / CMS

Veeva
Skura
Papirfly
AdZu

Email Systems

Litmus
Acoustic
Email on Acid
MailChimp

Film/Animation

After Effects
Cinema 4D
Adobe Premier Pro



FURTHER EDUCATION

Southampton College of DaTec
Higher Education
Faculty of Art
East Park Terrace
Southampton

1981 – 1983

Ordinary Diploma
in Scientific and Technical
Illustration / Graphic Design

West Glamorgan Institute of
Higher Education
Townhill Road
Swansea
SA2 0UT

1983 – 1985

BTec Higher National Diploma
& Diploma Membership to the CSD
in Technical Illustration /
Graphic Design

HOBBIES

Le Roc (modern jive dancing).
Member of the Le Roc Teachers Dance Society.
Member of the Guild of Professional Dance Teachers.
Salsa, Bachata
Skiing
Scuba Diving
Paddleboarding