



Oleksandr (Alex) Yeremchuk

Email Specialist • Graphic Designer

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AREAS OF EXPERTISE

Email design • Email development • Digital design • Digital technology • Print design • Responsive design • Content management • Photography

SOFTWARE AND SKILLS

- Adobe Campaign classic
- HTML and CSS
- Data management skills
- Adobe creative suite
- Movable INK
- A/B testing
- MS Office
- Salesforce
- HubSpot
- ExtraVision
- Various testing platforms (Litmus, Email on Acid)
- Various email building CMSs
- Email marketing & CRM experience
- Phrasee
- Quick learning skills
- Attention to detail
- Great timekeeping skills
- Team management
- Great communication skills
- Multitasking (ability to handle multiple projects)
- Campaign management skills
- Troubleshooting and problem-solving skills

CAREER HISTORY

Senior Email Specialist (CRM department)

Currys – December 2020 – Present

I have successfully advanced to the role of Senior Email Specialist, where I have been entrusted with the management of a small team. In this capacity, I'm not only overseeing the operations of my team, but also, I do actively engage in the creation of emails, addressing various creative challenges along the way. Notably, I played a significant role in the successful rebranding of our emails as part of a broader brand rebranding initiative. Additionally, I am actively involved in the development of personalised content for our valued customers, leveraging a combination of scripting techniques and the powerful capabilities of Movable INK.

In addition to my accomplishments in the CRM department, I achieved a significant milestone with the successful launch of our loyalty program, Curry's Perks. This initiative has transformed customer engagement by offering a new level of benefits and rewards. The introduction of Curry Perks has solidified our commitment to fostering stronger relationships with our customers, enhancing their experience, and reinforcing their loyalty to our brand.

In the CRM department, my achievements as a member of the team have been recognised with notable awards, including the Marketing Automation award and a Highly Commended recognition for "Best Use in Data" at the CampaignTech Awards. These accolades highlight our excellence in automating marketing processes and utilising data effectively. They validate our team's commitment to delivering exceptional results and showcase our industry-leading position in CRM.

Email Specialist

Currys – August 2017 – December 2020

Upon joining the esteemed team at Currys, I assumed the role of Email Specialist, responsible for the end-to-end process of designing, developing, and deploying engaging commercial emails. Initially, I leveraged the powerful Salesforce Platform to create captivating email campaigns that effectively captured the attention of our target audience. As our needs evolved, I actively contributed to a major platform migration project, aiding in the transition to the Adobe Campaign platform. Throughout this process, I skillfully built responsive emails, incorporating kinetic elements to enhance interactivity and user engagement. By continuously pushing the boundaries of email design and development, I consistently delivered impactful communications that fostered strong connections with our customers.

Digital Designer

McDonald Butler Associates – February 2010 – August 2017

I began my journey with McDonald Butler as a freelancer in February 2010. Recognizing my talent and dedication, the company offered me a permanent position as a Junior Designer in August of the same year. Through my hard work and commitment, I quickly earned a promotion to the role of Digital Designer.

Throughout my tenure, I have had the privilege of working with prestigious clients such as IBM, Cisco, Juniper Networks, Motorola Solutions, HP, Atos, and Oracle. The majority of my work has been in the corporate sector, where I have successfully developed projects with a strong emphasis on maintaining a cohesive corporate style.

Volunteer – computer class assistant

Workers' Educational Association – November 2009 – February 2010

I dedicated my time to volunteering at a learning center that offered computer courses for senior citizens and individuals with learning difficulties. In this role, my responsibilities encompassed assisting and guiding students in gaining practical experience with various IT technologies. Working closely with the teacher, I ensured that students followed the planned lessons effectively. Moreover, I strived to create a positive and enjoyable working environment, fostering a sense of comfort and encouragement for all participants.

Volunteer

All Saints Church – Banstead – October 2009 – November 2009

Volunteering at All Saints Church in Banstead was a fulfilling and enjoyable experience for me. During my time there, I had the opportunity to contribute in various ways. One of my primary responsibilities was designing the church newsletter and flyers for upcoming events, ensuring effective communication and visually appealing materials. Additionally, I gladly provided assistance wherever needed on busy days, demonstrating flexibility and a willingness to support the church community in any capacity.

QUALIFICATIONS

National University of Kyiv-Mohyla Academy

Bachelor of Computer Science
Ukraine 1999-2004

Mykolayiv College of Computer technologies

Graphic Design
Ukraine 1995 - 1999

Mykolayiv School #3

Graduated school in 1995 in Ukraine

HOBBIES

Photography is a significant hobby of mine, as it allows me to explore a creative approach that I often apply to my design work. It has been instrumental in honing my skills in Photoshop and retouching, adding depth to my design capabilities. I take immense pride in my photography works, which also serve as beautiful additions to my home's interior.

In addition to photography, cooking is another passion of mine. I thoroughly enjoy experimenting with diverse recipes and preparing dishes from various culinary traditions around the world. This hobby allows me to unleash my creativity in the kitchen and explore new flavors and techniques.

I am always driven by a desire for self-improvement and continuously seek out new possibilities for visual expression in any form of visual communication. From traditional techniques to digital advancements, I am open to taking on real and challenging projects that push my limits and bring out the best in me for the benefit of my clients. Ultimately, my aim is to find fulfillment and joy in both my professional and personal life, embracing each opportunity to enjoy the journey.