



## AREAS OF EXPERTISE

Email design • Email development • Digital design • Digital technology • Print design • Responsive design • Content management • Photography • Native Ukrainian speaker

## SOFTWARE AND SKILLS

- Adobe Campaign classic
- HTML and CSS
- Data management skills
- Adobe creative suite
- Movable INK
- A/B testing
- Figma
- 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

### Email Designer/Developer

#### VML – November 2023 – present

In November 2023 I have joined a multinational advertising agency VML as Email Designer/Developer. I have been placed working on the client side as a part of Pulse Creative, a fully integrated, on-site agency working with News UK. I am responsible for the end-to-end creation and execution of a wide range of email campaigns, including promotional blasts, engaging newsletters, complex automated journeys, and highly personalized/segmented communications. My expertise encompasses both coding emails from scratch and efficiently utilizing email builders, leveraging platforms such as Salesforce Marketing Cloud and Adobe Campaign. I am proficient in incorporating dynamic elements, such as countdown timers and scratch-to-reveal features, using Movable Ink. A/B testing is a core part of my process, utilizing tools like Litmus and Email on Acid to optimize performance. I contribute significantly to the design aspect, using Adobe Creative Cloud and After Effects to create visually compelling emails, including key initiatives like customer onboarding journeys and acquisition campaigns. Furthermore, I build reusable email fragments and templates to empower clients with self-service campaign capabilities. I have experience with Taxi for Email, Stripo, and Blocks. My skillset also includes creating engaging HTML5 banners and utilizing Google DoubleClick Studio for ad development and management.

### Senior Email Specialist (CRM department)

#### Currys – December 2020 – November 2023

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 was actively engaged 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 was actively involved in the development of personalised content for our 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.

### 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