



ALEX WOMERSLEY

CURRICULUM VITAE

Leeds/Hybrid/Remote • 07769705052 • alex@art-graphics-alex.com • www.art-graphics-alex.com

Personal Summary

A highly experienced digital communications expert, with very strong knowledge and experience with Salesforce Marketing Cloud, responsive and accessible email development, and a big interest in visual design.

Trusted and relied upon by colleagues and clients to create effective solutions for their digital needs and explain complex technical subjects in a clear and understandable manner.

Work Experience

Awaze (Jan 2024 - present)

Email Developer (Contractor)

- Contracting role to take over a delayed project migrating email/CRM functionality to Salesforce Marketing Cloud with key achievements including fully rebuilding over 30 email templates, building and testing over 20 journeys and automations in Journey Builder and Automation Studio, and training a team of 10 to use Marketing Cloud effectively

Communis (Apr 2019 - Dec 2023, administration)

Technical Services Manager (Jul 2022 - Dec 2023)

- Subject matter expert on Salesforce Marketing Cloud, email design, development, and deliverability
- Liaised directly with over 5 large established and prospective clients to present and demonstrate technical solutions and digital services in plain English
- Key figure on 3 major digital transformation projects
- Provided clients with insight into their data and email performance by setting up automated and ad-hoc reports to maintain email deliverability rates of over 99.9%
- Promptly investigated and resolved incidents and concerns, and implemented solutions to prevent repeat occurrences

Email Developer (Apr 2019 - Jul 2022)

- Lead developer on rebuild of email templates to be fully modular, mobile-first and adhere to WCAG guidelines, reducing time spent on quality checks by around 90%
- Responsibly handled over 1,500,000 records of sensitive data per week
- Improved legacy automated systems for importing data and deploying emails, reducing errors by almost 100%
- Rebuilt over 50 legacy emails to improve performance and rendering, and meet modern standards

Premier Farnell (Nov 2013 - Apr 2019)

Global Email Development Specialist

- Designed, developed and deployed fully mobile responsive emails in 27 languages across 43 countries worldwide
- Creative lead in charge of 3 major email redesign projects
- Trained new team members based across 3 continents

Freelance Artist (Sep 2012 - present)

Tesco (Aug 2010 - Nov 2013)

Customer Assistant

Skills & Competences

- 10 years of experience with Salesforce Marketing Cloud (with key areas of expertise in AMPscript, Content Builder, and Automation Studio)
- Over 10 years designing and building responsive and with HTML and CSS, and over 3 years building WCAG compliant emails
- Client communication and account management
- Adobe Creative Suite (Photoshop, InDesign, and Illustrator) and Serif Affinity Software (Designer, Photo, and Publisher)
- 4 years of experience reporting and analysing data with SQL
- 14 years of digital illustration and design experience
- Intermediate JavaScript/JQuery
- Competent with both Mac and Windows systems

Education

University of Huddersfield

Interactive Multimedia BA (Hons)

- Advanced Authoring of Interactive Media
- Advanced Visual Design
- Final Year Individual Project
- Final Year Team Project

Shelley College

- 3 GCE A Levels
- 4 GCE AS Levels
- 10 GCSEs graded A-C (inc. Maths and English)

Hobbies & Interests

Art has been a passion of mine and is something that I've always strived to constantly build on. I take great pride in this and display it on my portfolio website - art-graphics-alex.com. I also really enjoy the outdoors. In recent months, I've become a keen runner, and am finding great satisfaction in being able to push past what I once considered my limits. My current ambition is to complete a half marathon in 2024. When the weather permits, I really enjoy going for hikes in the countryside. It's a great way to unwind after a busy week. To relax, I enjoy media of all types; TV, movies, games, music, and reading, which as well as entertainment, have provided me with plenty of inspiration.