

# ALEX EDMEAD

WORDPRESS WEB DEVELOPER

## DETAILS

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### ADDRESS

London  
United Kingdom

### PHONE

07539 83 1406

### EMAIL

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## LINKS

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[LinkedIn](#)

## SKILLS

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Web Design

Digital Design

Email Marketing

ESP Platforms

HTML Coding

CSS Coding

## PROFILE

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Creative and detail-oriented Wordpress Web Developer and Digital Designer with a passion for transforming concepts into visually appealing digital assets. Proficient in graphic design software, web design and development software, CMS platforms and frameworks and eager to contribute innovative ideas to enhance user experiences. Adept at collaborating with cross-functional teams to deliver engaging visual content in alignment with brand identity. Ready to bring fresh perspectives and technical skills to support dynamic design projects.

## SOFT SKILLS

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- **Creativity:** Willingness to learn and adapt to new design trends, tools, and technologies in the dynamic digital landscape.
- **Communication Skills:** Effective communication to articulate design ideas and collaborate with team members, clients, or stakeholders.
- **Attention to Detail:** Precision in design work to ensure a polished and professional final product.
- **Time Management:** Efficiently managing time to meet project deadlines and juggle multiple tasks simultaneously.
- **Team Collaboration:** Ability to work collaboratively with other designers, developers, and cross-functional teams to achieve project goals.
- **Customer-Centric Mindset:** Understanding the end-users and designing with their experience and needs in mind.
- **Organisation Skills:** Keeping design files and project assets well-organised to facilitate collaboration and future revisions. trends, and new technologies is essential.

## HARD/TECHNICAL SKILLS

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- **Design and Productivity Software:** Familiarity with design tools like Adobe Creative Cloud suite or Canva for creating visually appealing graphics and layouts as well as advanced experience using Microsoft Office suite.
- **HTML/CSS:** Advanced knowledge of HTML and CSS coding to customise email templates, troubleshoot formatting issues, and ensure responsive design.
- **Email Marketing Platforms:** Experience with popular email marketing platforms such as Mailchimp, Constant Contact, Dotdigital, or others. Proficient in using platform features for designing, scheduling, and analysing email campaigns.
- **Web Design:** Familiarity with web design concepts and the ability to create visually appealing digital assets for websites.
- **Responsive Design:** Understanding of responsive design principles to create designs that work well across different devices.

- **Analytics and Metrics:** Ability to use analytics tools like Google Analytics or platforms integrated with email marketing tools to track and analyse key performance metrics such as open rates, click-through rates, and conversions.
- **A/B Testing:** Experience in designing, implementing, and analysing A/B tests to optimise email campaign elements, including subject lines, content, and calls-to-action.
- **Compliance and Regulations:** Understanding of email marketing regulations and compliance, including knowledge of anti-spam laws like GDPR.
- **Testing and Troubleshooting:** Ability to conduct thorough testing of email campaigns to ensure functionality across various devices, email clients, and browsers. Proficiency in identifying and resolving technical issues.

## EMPLOYMENT HISTORY

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### Communications Officer, The Association of Commonwealth Universities (ACU)

London

Oct 2021 — Jun 2023

- Scholarship programme updates on the website and website maintenance, support with new website development (Divi Builder via WordPress).
- Alumni communications support e.g., mailings via MailChimp, alumni website news items, and The Common Room newsletter and reporting back on click-through rates.
- Social media lead, inc. policy, content & strategy development.
- Content accessibility lead (digital and print communications).
- Brand materials, imagery, and design support.

### Email Marketing Executive, EMAP

London

Oct 2018 — Oct 2020

- Developed and executed email marketing campaigns to drive customer engagement and increase brand awareness.
- Utilised web analytics and SEO techniques to optimise email campaign performance and improve open and click-through rates.
- Collaborated with cross-functional teams to create compelling email content and visuals that aligned with brand messaging and objectives.
- Analysed campaign data and metrics to track performance and make data-driven decisions to optimise future campaigns.

### Email Marketing Executive, Metropolis International Group

London

Mar 2017 — Oct 2018

- Developed and implemented email marketing strategies to drive customer engagement and increase brand visibility.
- Created and executed targeted email campaigns to specific customer segments, resulting in increased open and click-through rates.
- Utilised web analytics and email marketing tools to track campaign performance and make data-driven decisions to optimise future campaigns.
- Collaborated with internal teams to ensure email content and visuals aligned with brand messaging and objectives.

### Marketing And IT, CADFEM UK CAE Ltd formally IDAC Ltd

London

Aug 2007 — Mar 2017

- Managed marketing and IT activities for the company, including website development, SEO, and digital marketing campaigns.
- Developed and executed marketing strategies to increase brand visibility and drive customer acquisition.

- Utilised web analytics and SEO techniques to optimise website performance and improve search engine rankings.
- Collaborated with cross-functional teams to ensure marketing efforts aligned with overall business objectives.

## **EDUCATION**

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**Sedgehill Secondary School**

**Adamsrill Primary School**

## **REFERENCES**

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**References available upon request**