



# Alex Womersley

## Curriculum Vitae

Being creative is what fuels me, it is something that has always driven me and my goals, and I revel in any chance to embrace this both professionally and personally. With my industry experience, I have been able to build on my skills as a developer and designer with a strong working knowledge of HTML, CSS and the Adobe Creative Suite; as well as improving crucial skills such as organisation, project management and communication, working with different departments across multiple continents as part of a successful global team. My qualities as a worker are greatly supplemented with my social skills which have allowed me to become a popular, reliable member of my team.



J22 Saxton, The Avenue  
Leeds, LS9 8FW



07769 705 052



alex@  
art-graphics-alex.com



art-graphics-alex.com

## Work Experience

### Farnell element14 (Nov 2013 - present)

#### Global Email Development Specialist

- Design, development and deployment of fully mobile responsive emails in 27 languages across 43 countries in Europe, Asia and North America, utilising customer data from Salesforce to display dynamic content
- Creative lead on numerous promotional emails that have approximately doubled email revenue in recent months
- Responsibilities include the weekly newsletter in Europe and Asia, global product/supplier based emails, customer browsing history emails and automated leads acquisition program
- Trained new team members based in Leeds and Singapore
- In charge of the creation of numerous global email template redesigns
- Part of a team that was shortlisted in the email category at Digital Awards in November 2014

### Freelance Graphic Design (Sep 2012 - present)

- Custom built a simple CMS
- Numerous commissioned art pieces
- Art sold to music magazine for use on cover
- Highlights displayed on self-designed/developed portfolio - [art-graphics-alex.com](http://art-graphics-alex.com)

### Tesco Stores (Aug 2010 - Nov 2013)

#### Customer Assistant

- Served members of the public in a polite, helpful and friendly manner
- Team management experience

## Skills & Competences

- Adobe Creative Suite (especially PhotoShop)
- Digital Illustration
- HTML/CSS for websites and emails
- Strong knowledge of Salesforce Marketing Cloud (formerly ExactTarget)
- JavaScript/JQuery
- Basic PHP/MySQL
- Microsoft Office
- Mac and Windows literate

## Education

### University of Huddersfield (2009-2012)

#### Interactive Multimedia BA (Hons)

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

### Shelley College (2007-2009)

- 3 GCE A Levels/4 GCE AS Levels

### Shelley College (2005-2007)

- 10 GCSEs graded A-C (inc. Maths and English)

## Interests

Drawing has been a passion of mine and is something that I've always strived to constantly build on. I take great pride in my art and display it on my portfolio website - [art-graphics-alex.com](http://art-graphics-alex.com).

To relax, I enjoy media of all types; TV, movies, games and music, which, as well as entertainment, have provided me with plenty of inspiration.