

My name is Alex Womersley

(and this is my CV)



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.



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Work Experience

(what I've been up to)

Farnell element14 (Nov 2013 - present)

Email Developer - Global

- Designing, developing and deploying of fully mobile responsive emails in 27 languages across 43 countries in Europe, Asia and America
- Using Salesforce/ExactTarget integration to produce fully dynamic emails
- Responsible for weekly promotional newsletter with ~200k recipients across Europe and Asia
- Developed and automated leads acquisition program, browsing history emails and dynamic banner slot that shows different content based on date/country/customer classification
- Took creative control on new global email template and numerous seasonal email promotions
- 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

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

(what I'm good at)

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

Education

(what I learned)

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

(what I like doing)

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.

I have a keen interest in videogames and play them regularly, using them as a source of entertainment and inspiration and I have an ever-widening interest in listening to music.