

SHARON JENNINGS

EMAIL CONSULTANT & DEVELOPER



Professional Bio

I have almost 8 years' experience in Email Marketing, and have specialised in the coding of responsive emails, using HTML and CSS. I have built emails for a number of companies over the years including Channel 4, Chelsea Football Club and Disney.

I am passionate about the quality of the emails I produce and am a well-known and respected member of the wider email community.

How can I help you?

- Adhoc email builds
- Template builds
- Code reviews
- Advising on layout for emails
- Helping with recruitment process - code reviews, interviews etc - to hire good Email Developers (ie not Web Developers who claim to do email)

Awards



- Finalist for the Digital Star award at the 2016 FDM everywoman in Technology Awards
- Built the templates for EDF Energy that won the best email in the category 'Telecoms, Energy and Utilities' at the Masters of Marketing, Festival of Marketing 2015

Contact Details

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Education

2014-2015
London School of Marketing
CAM Diploma in Digital
Marketing

2011-2012
London School of Marketing
CIM Professional Certificate
in Marketing

1999-2002
Bournemouth University
2:1 BA Hons TV & Film
Production

Skills

- Email HTML & CSS
- Adobe Dreamweaver & Photoshop
- Various ESPs including ExactTarget, Dotmailer & MailChimp
- Written skills, eg Blogs and user documentation
- Problem solver
- Attention to detail
- People management



Work History

Mar 16 – Present
Chic Geek Consultants Ltd
Email Consultant & Developer

- Various contracts & freelance work

Clients Include:

- Disney
- Leapfrog
- Deliveroo
- Alchemy Worx

Sep 13 – Mar 16
CACI Ltd (Digital Marketing Agency)
Technical Lead and Manager for Email Development Team

- Training & mentoring Email Developers in code and processes
- Building device responsive emails and templates for clients
- Performing code reviews and email diagnostics on clients', and potential clients', current emails, and advising on ways to improve
- Established best practices in terms of design, code and processes for build of email templates to be used within CACI's own email CRM system, Email Studio
- Writing documentation on coding techniques and email developments
- Assisting on Email Developer interviews both for in-house hires, and for clients

Clients Include:

- Channel 4
- Chelsea Football Club
- RSPB
- EDF Energy
- Allianz

Achievements

- Built the HTML email templates for Channel 4's 'All 4' launch
- Built the HTML email templates for the Chelsea Football Club site relaunch.

Reason for Leaving: Becoming a Freelancer

May 13 – Sep 13
GlobalClick (Gambling websites)
Email Production Manager

- I managed a small team, working with other members of the CRM team, to send out emails to players.

Reason for Leaving: Company was not a good fit



May 12- May 13
Metia (Digital Marketing Agency)
Email Production Specialist

- Building html emails from designs, for internal and external clients.
- Compiled top-level reports on all campaigns, and more detailed analysis on company campaigns.
- Written email-related blogs for company website.
- Presented to colleagues company-wide on latest email developments.
- Assisted in pitches to potential clients

Achievements

- Self-taught responsive coding, and re-launched the company email

Reason for Leaving: Lack of progression opportunities

Jul 11- May 12
NSPCC (Children's Charity)
Email Fundraiser

- Construct HTML emails for the Fundraising Division, check coding and test prior to deployment.
- Monitor email workloads to ensure the timely delivery of emails to meet the organisation's priorities.
- Support departments and teams to use email where it can make their fundraising more effective and reach new audiences.
- Work closely with the digital teams in the Communications function to ensure that the NSPCC's email service provides the right support for fundraising and delivering the right messages/content for current supporters.
- Keep abreast of industry-wide email developments and to introduce them to the NSPCC as appropriate

Reason for Leaving: Limited resources for Digital team

Jan 09 - Jul 11
Sporting Index (Sports Spread Betting Company)
Marketing Assistant

- Promotional campaign administration, including:
 - List generation for all promotional campaigns
 - Making any required changes to content of promotional emails in Dreamweaver
 - Gain approval and sign off of promotional campaign emails from campaign owner
 - Sending promotional campaign emails & SMS texts
 - Photography & Photoshop work for articles & mailers
 - Video production (filming and editing) for online broadcast using Adobe Premiere
 - Proof reading of online articles
 - Creating, compiling & distributing marketing reports
- Designed, created & maintained an events database to track costs, invites & attendance in MS Access
- Supporting the Client Services Director in co-ordination of hospitality for VIP client events

Reason for Leaving: Lack of progression opportunities



Oct 04 – Dec 08

Robert Half International (Finance Recruitment Company)

Administration Manager

- Interviewing, training and supervising new Sales Support staff
- Creating and preparing mailers for distribution
- Creating & compiling daily, weekly and monthly reports
- Compiling tender documents
- Assisting with event management
- Project-managed the relocation to our new office in Canary wharf
- Coordinating facilities work for the office
- Payroll for up to 180 temporary workers

Reason for Leaving: Redundancy

Mar 04 – Sep 04

PSComputer Services Ltd (IT Recruitment Company)

Recruitment Resourcer

- Creating and placing advertisements for positions available at our clients' national and international sites
- Contacting and interviewing applicants by telephone and identifying those who have the knowledge, skills and experience for the position in question
- Arranging interviews between clients and applicants

Reason for Leaving: Career change

Sep 02 – Mar 04

British School of Motoring (Driving School)

Training Adviser

- Providing sales and driver-training advice to customers
- Dealing with customer queries and complaints face to face and over the telephone
- Maintaining diaries and providing support for a team of 20 instructors
- Completing daily accounts, petty cash records, weekly figures and monthly KPI reports.

Reason for Leaving: Relocation to Southampton