



DANIEL ROSS

DIGITAL DESIGNER

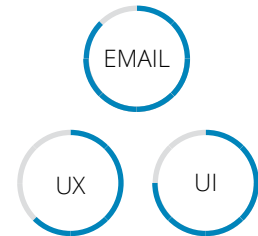
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- 🌐 thisnow.pixelrights.com

📍 Leeds - weekday commuting.

👤 WHY ME?

I am a intelligent, creative and articulate designer and email developer with specialised knowledge in digital marketing, CRM, lead generation and data capture. I enjoy learning & problem solving. Background in Animation, Photography and Photoshop.

📊 SKILLS



🎨 SOFTWARE

- Photoshop
- Dreamweaver
- XD
- Premiere
- After Effects
- Sketch
- InDesign
- Animate CC
- Lightroom

🌐 PLATFORM EXP.

- SFMC
- SFCC
- Emarsys
- Magento
- Wordpress
- Ghost
- Amplience
- Maizzle

🗣️ LANGUAGES

- Design
- Marketing
- Technology
- Lead Generation
- HTML & CSS
- JS
- PHP

📁 WORK EXPERIENCE

- JUL 2019 - PRESENT ● **MCCANN CENTRAL** (CURRENT CONTRACT) 📍 Solihull
Email developer for Salesforce Marketing Cloud migration project. Used Maizzle, a Javascript to compiler to build emails from re-usable partials and data parsed into re-usable components. Tailwinds CSS, Nunjucks. CLI.
- JAN 2018 - JUN 2019 ● **CRABTREE & EVELYN** 📍 London
Design, develop & schedule emails using SFMC. Site merchandising, display & PPC. Segmentation & database maintenance. SFCC merchandising & font end dev. Amplience. Rakuten, Criteo tags. Migrated email templates to and from SFMC.
- SEP 2017 - JAN 2018 ● **JET MEDIA, AEGIS DENTSU,** (CONTRACT) 📍 London
- AUG 2016 - SEP 2017 ● **BRANDALLEY UK** (CONTRACT) 📍 London
UX/UI Design, progressive enhancement & conversion optimisation. Email design & development, daily emails and lifecycle campaigns. Html5 banners, print design.
- MAR 2016 - JUL 2016 ● **PHOTOGRAPHY TRIP** (NZ, AUS, HK, JPN, IND, THA) 🌐
Won Pixelrights photography competition goo.gl/J6GW3X
- OCT 2015 - MAR 2016 ● **DENNIS PUBLISHING** (CONTRACT) 📍 London
Responsive email and landing page design and build, plus animated banners to Dennis Publishing's marketing department. Apparently good email designers are hard to find.
- NOV 2014 - SEP 2015 ● **CARPETRIGHT PLC** (CONTRACT) 📍 Purfleet
Sole digital designer, producing site assets, static pages, marketing emails, PPC banners as well as responsive designs for a new site in development post launch.
- APR 2010 - SEP 2014 ● **GOALLOVER / LOLAGROVE** 📍 London
Agency side email & landing page design development for a wide range of clients for CPL 3rd party email marketing and data capture clients. A lot of emails for ValueClick. (Conversant Media). Print design for company marketing materials.

📖 EDUCATION

- 2000 - 2003 ● **ANIMATION & ELECTRONIC MEDIA BDES** 📍 Dundee
at DUNCAN OF JORDANSTONE
Suprisingly learnt how to export html tables and animate Gifs.
- 1999 - 2000 ● **ART FOUNDATION BTEC** 📍 Leeds
at LEEDS COLLEGE OF ART & DESIGN
- 1997 - 1999 ● 3 A-Levels 10 GCSE's