

Andy Craddock

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Nationality: British

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An experienced email developer with over 15 years specialising in email marketing. From coding, creating assets, testing and deployment to guiding designs, advising on industry best practice, training and managing developers and QA testers, I pride myself on accuracy and pixel perfect execution and rendering of email campaigns across all major email clients. I have worked in many sectors including financial services, FMCG, luxury brands, pharmaceuticals, lifestyle, automotive, gaming and charities.

EXPERIENCE

Matchesfashion (Contract) – January 2023 to March 2024. Email Developer and CRM Consultant

- Email development, setup and testing in Marigold Engage by Sailthru
- Modular design and development approach using snippets and code modules to aid efficiency, accuracy and consistency across the brand, including dark mode design and development
- Lifecycle journey and automated emails, including dynamic and algorithm driven content

Puig (Contract) – September 2021 to July 2022. Email Developer

- Email development for both Penhaligon's and L'Artisan Parfumeur brands
- Rebuild of templates and modules into Exponea so email creation was possible using the drag and drop editor meaning non-technical team members could take ownership of all email builds, setup and deployment

Puig (Contract) – January 2021 to July 2021. Email Developer

- Email development, setup, testing and deployment using RedEye Contour for both Penhaligon's and L'Artisan Parfumeur brands

Marie Curie (Contract) – August/September 2020. Email Developer

- Complete rebuild of email templates
- Taxi for Email Liquid syntax and implementation into Taxi EDS (Email Design System)

L'Oréal (Contract) – October/November 2019. Email Developer

- Email development

Penhaligon's (Contract) – November 2018 to July 2019. Email Developer

- Email development and deployment using RedEye Contour
- PSD slice, hand-coded html, asset upload, setup and scheduling for email deployment

MatchesFashion (Contract) – February to May 2018 and September to October 2018. Email Developer

- Email development, asset creation (slice from psd), ESP (Sailthru) uploads for testing and deployment

Havas Health & You (New York) – June 2016 to October 2017. Front-end Developer

- Email developer; business rules and dynamic content development
- Landing pages, pitch microsites, iPad presentations (Veeva iRep)

Alchemy Worx – January 2011 to December 2012. HTML Team Manager

- Managed the team of email developers and QA/testers
- Time and resource management, workflow, ensuring accuracy and quality of all work, liaising with clients, designers and consultants regarding deadlines, deliverability of ideas and best practice

Alchemy Worx – October 2008 to January 2011. HTML Developer/Senior Email Developer

- Hand-coded HTML email development and setting up emails for deployment
- Creation of landing pages for data collection forms, competitions and supporting pages

Rapier Ltd – July 2006 to September 2008. Digital Developer

Rapier was a strategic and creative direct response advertising agency

- Creation of Flash and rich media expandable banners including video and XML content, standard web banners and alternative gif generation and optimisation
- Flash microsites and HTML accessible versions to comply with W3C standards
- Built HTML, rich and plain text emails and tested across email clients

Rapier Ltd – June 2001 to July 2006. Strategy & Business Graphics

- Presentation graphics and template development
 - Developed the new templates and implemented roll-out, including training and ongoing support
- Software/languages used: MS Office 2000/2002/2003 (PowerPoint, Excel, Word to expert level)

marchFIRST Consulting Ltd – November 1999 to May 2001. Graphics Coordinator

marchFIRST (formerly Mitchell Madison Group) was a strategy consultancy to the Financial Services sector

- Creation of presentation graphics within the Strategy Practice
- Scheduling and coordinating Graphics Dept. time: analysing time requirements and deadlines, prioritising workloads, and liaising delivery requirements with clients
- Software used: MS Office 2000 Professional, Solo (consultancy graphics package), Photoshop, Illustrator and Acrobat

Manpower Plc – July 1998 to November 1999. DTP Operator

- Desktop publishing – design and creation of presentations, posters, appraisal forms, adverts, certificates, name badges/plates, structure/flow charts, front covers for proposals/reports
 - Monitoring the company web site involving dealing with all email received via the site and liaising with the developers and service provider to amend the site as and when necessary
 - Production of Gantt charts for project planning using MS Project
 - Software used: Adobe PageMaker, Corel Draw, Adobe Photoshop, MS Office 97 (Word, Excel, PowerPoint, Project)
- Included in this role was regular software training and trouble shooting support to other members of staff throughout the company. I was awarded a Manpower Silver Award for Continued Service Excellence

Nuclear Electric – July 1996 to July 1997. Planning Assistant/SQL Programmer

- This was my 3rd year placement from university
- Assistant to Planning Engineers including:
 - Programming SQL queries on the company WAN database (CICS)
 - Designed and set up a computerised daily programme using the results obtained via the queries
 - Devised and implemented a new Quality Improvement Plan for the Engineering department
 - Daily tasks of printing Work Orders, updating records and producing management reports

QUALIFICATIONS**School of Computing, Staffordshire University (1994-1998)**

BSc (Hons) Computing Science - Degree Class II.ii

- Subjects included:
 - Software Design and Development
 - Fundamentals of Hardware and Computer Networking
 - Multimedia Computing and Applications; Internet Design and Development
 - Project Management and Information Planning
- Third Year Industrial Placement spent with Nuclear Electric
- Final Year Project - "An Internet Based Database Interrogation System"
- Operating Systems - Windows 3.11/95/98/NT4, Mac OS, OS/2, Unix, VMS, Sun SOLARIS
- Languages - C, C++, HTML, Visual Basic, SQL, Oracle, PLSQL, Perl (CGI), Java, COBOL, PROLOG
- Additional Software - Director 5/6, Macromedia Flash, Dreamweaver, MS Project, Corel Web Designer Pro, Netscape Navigator Gold, Witness (Simulation), Lotus SmartSuite
- Methodologies - SSADM, SSM, RAD, YOURDON

Heathfield Sixth Form College, Heathfield, East Sussex (1991-1993)

2 A-Level passes in Computing and Biology

Heathfield School and Community College, Heathfield, East Sussex (1986-1991)

10 GCSE's passes including English (B), Maths (B) and Computing (B)

INTERESTS AND OTHER SKILLS

- Between leaving Alchemy Worx and my time at Havas Health in New York, I was an at-home dad to my 2 young boys and working in a freelance capacity and on an ad-hoc contract basis
- I consider myself outgoing and enjoy socialising and meeting new people
- I am a keen participant in most sports including football (both playing and watching), snowboarding and I also enjoy playing golf, kayaking and cycling
- I possess a full, clean driving licence (UK/EU) for both cars and motorcycles