

Hi, my name is David Stanhope

I'm a
freelance

EMAIL DESIGNER, based in NORTHAMPTONSHIRE



THAT'S ME!

D.O.B
FEB 9TH 1985

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Tools for the job



I have DESIGNED for..

- ★ Halfords
- ★ UK Fitness Supplies
- ★ Fitness Superstore
- ★ Wicksteed Park

My KEY Skills

- ★ HTML email design & development, including responsive design for mobiles and tablets.
- ★ Full analytical service
- ★ Use of ESPs, primarily MailChimp

Email marketing service

Wide range of experience in B2B and B2C markets

Design and build of ICO compliant email campaigns, using a mixture of eye-catching graphic design and functional HTML/CSS

Cross-browser and cross-client testing, ensuring optimal delivery and user benefit

Full analysis of key campaign areas, for example open rates, CTR, subject lines, A/B test results and unsubscribe rates.

High levels of communication to ensure delivery of the company message, in line with branding and language tone

Advisement on integrating newsletters into a wider digital strategy

Who am I ?

Since 2009, I have relished in fulfilling my ambition of running my own business; from the age of 15, it is all I have ever wanted to do.

My first digital project was the operation of an affiliate-based website that I designed, built and marketed; this had previously been a weekend/evening project whilst in full-time employment. I eventually sold this website and used the profits to start freelance work.

Aside from email marketing, I also have experience in Wordpress web design, CMS and social media management, as well as general graphic design.

I utilise my strong work ethic and communication skills to deliver a high quality end product, while simultaneously understanding the clients goals and objectives .

Education

GCSE RESULTS

English Literature: A
English Language: A
Humanities: A
Science: B, B
Mathematics: B
Statistics: C
Technology: C



A-LEVELS

English: B
General Studies: B
History: C
Biology: C



PHARMACY TECHNICIAN (JUL 2003-JUN 2008)

Customer-facing role
Prescription dispensing & accuracy checking
Stock ordering, control & audits
Diabetes and health checks

SELF-EMPLOYED FREELANCER (MARCH 2009-PRESENT DAY)

Worked with local and national companies, including Halfords, Fitness Superstore and Wicksteed Park
Achieved 90% ROI with one of my clients
Managed lists from 4k to 2M subscribers
ICO compliant designs and tested HTML emails



COMMUNITY SAFETY ASSISTANT (JUN 2008-FEB 2009)

Hand coded HTML for internal & external websites
Continued customer service skills



**O
U
T** to work