# JONI SOUSA

## WEB DEVELOPER | HTML EMAIL DEVELOPER

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www.jonidesousa.com

## ABOUT ME

I have more than 7 years of experience in email marketing. I've worked with brands such as Sainsbury's, Sainsbury's Bank, P&O Cruises, Lego, Costa, O2, etc.
Always pushing the boundaries of emails with interactive elements and always on the edge of email trends, best practices and accessibility.

I'm available for freelance work, please check my CV attached, and please have a look at my portfolio at www.jonidesousa.com

## WORK EXPERIENCE

### Dojo - Paymentsense

*Senior Email Developer (Freelancer) | Dec 2022 – Oct 2023*

• Developing best in class emails taking into consideration email trends, best practices and accessibility. Develop set of templates for easy Team self-serve.

• Automate email journeys, add dynamic and personalized experiences based on customer behavior and preferences.

• Create SMS, In-App and custom events

*Skills: HTML | CSS | BRAZE*

### Luno

*Senior Email Developer (Freelancer) | Aug 2022 – Dec 2022*

• Develop an Email Design System that offered a nearly code-free user experience via liquid code.

• Produced top-quality emails by incorporating the latest trends in email design, including dark mode, accessibility, and more.

• Automate email journeys, add dynamic and personalized experiences based on customer behavior and preferences.

*Skills: HTML | CSS | BRAZE*

### Brooke Hospital for Animals

*Platform Owner & Email Developer (Freelancer) | Jun 2022 – Aug 2022*

• Developing emails and email templates

• Maintain and manage Engaging networks platform to aid users to create email journeys and optimize landing pages

*Skills: HTML | CSS | ENGAGING NETWORKS*

### M&C Saatchi

*Senior Email Developer (Freelancer) | March 2022 – Jun 2022*

• Developing best in class emails for O2 and Costa taking into consideration email trends, best practices and accessibility

*Skills: HTML | CSS | JIRA | COMARCH | SFMC | MOVABLEINK*

### Altaire Limited

*Head of Email Development | Jan 2017 – March 2022*

• Building templates in Salesforce Marketing Cloud, adding interactive elements and personalised content with AMPscript

• Developing a portfolio of bespoke components to use in emails (enhancedemails.com)

• Architecting an email builder tool that complies with client demands and optimises/automate the journey of email creation (Creators Studio)

• Architecting a brief tool to aid clients' briefing and approve emails (Nucleus)

• Overseeing all email development and lease with the Design team the creative development

• Ensuring all emails are of the highest quality

• Developing an email design system to force brand identity

• Planning and coordinating a team of 3-5 email developers

• Identifying and promoting opportunities to develop more engaging interactive emails

• Actively participating in client calls and meetings to brainstorm creative ideas

*Senior HTML Email Developer | Mar 2015 - Jan 2017*

• Production of efficient HTML/CSS code to aid the development and production of a wide range of email communications

• Ongoing discovery and employing new design, development, technologies and techniques to continually evolve the email offering

• Performing cross-client testing using tools like Litmus, Email on Acid, and real devices

• Constantly researching best practices and implementing them in campaigns to level up email performance

• Managing workflow to meet business and creative deadlines

• Active member of the email team helping to improve team skills, tools, and processes

• Researching new ideas to better track emails and interactive components

• Developing landing pages

*Skills: HTML | CSS | JS | PHP | MYSQL*

• Analysing potential client CRM to pitch creative ideas using interactive techniques and better designs

• Developing Landing pages

*Skills: HTML | CSS | JS | AMPEMAIL | BRAZE | SFMC*

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## WORK EXPERIENCE

### Postura Global

*Web Developer (Freelancer) | Jan 2013 – Dec 2014*

· Developing websites with HTML, CSS, JavaScript, PHP & MySQL

*Skills: HTML | CSS | JS | PHP | MySQL*

### Freelancer

*Web Developer | Jan 2019 – Dec 2015*

· Handling all verbal and written communication with clients

· Preparing multiple designs for client's approval before proceeding with development

· Developing websites with HTML, CSS, JavaScript, PHP & MySQL

· Developing a simple and easy CMS to allow clients to manage their websites

· Following the best practices in implementing SEO including optimization of images and improving the site's speed

· Building best practice HTML emails

· Management and maintenance of domains and hostings

· Creating corporate branding

*Skills: HTML | CSS | JS | PHP | MySQL | Photoshop | Illustrator*

### Inovawide

*Frontend Developer (Freelancer) | Aug 2011 – Dec 2012*

· Developing websites with HTML, CSS, JavaScript, PHP & MySQL

· Managing and maintenance of domains and hosting

· Deploying and maintaining websites with Wordpress and Joomla

· Creating corporate branding

*Skills: HTML | CSS | JS | PHP | MySQL | Wordpress | Joomla | Photoshop | Illustrator*

### Grupo Júlio Lopes

*Senior Software Developer | Dec 2010 – Dec 2014*

*Software Developer | Nov 2007 – Nov 2010*

· Developing VB .Net and SQL applications, including software for stock control, file management, project cost management having connection to external databases

· Developing websites with HTML, CSS, JavaScript for all the group companies

· Creating corporate branding for all the group companies

· Creating and maintain online surveys platform

· Maintenance of around 50 computers in the company network

· Training and support to the user

· Reports using Crystal Reports

*Skills: HTML | CSS | JS | VB .NET | SQL SERVER | Photoshop | Illustrator*

## EDUCATION

### Bachelor of Multimedia & Design

Polytechnic of Leiria

2008 - 2010

### Bachelor of Computer Applications Management

ETAP Pombal

2006 - 2008

### High School Diploma of IT & Software Development

Pombal High School

2002 - 2005