

JONI SOUSA

WEB DEVELOPER | HTML EMAIL DEVELOPER

 jonidesousa

ABOUT ME

Self-taught Web Developer who loves challenges, work hard, care about writing clean code and genuinely love to learn.

Web/Media: HTML5, CSS3, SASS, Bootstrap, jQuery, JavaScript, AMPscript, Photoshop, Illustrator, Git

Programming language: PHP, VB. NET

Database: MySQL, SQL Server

WORK EXPERIENCE

Altaire Limited

Head of Email Development | Jan 2017 - Present

- Building templates in Salesforce Marketing Cloud, adding interactive elements with help of AMPscript
- Developing a portfolio of bespoke components to use in emails (enhancedemails.com)
- Architecting an email builder tool that complies with client demands and optimise/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 coordinate a team of 3-5 email developers
- Identifying and promote opportunities to develop more engaging interactive emails
- Actively participating in client calls and meetings to brainstorming creative ideas
- Analysing potential client CRM to pitch creative ideas using interactive techniques and better designs
- Developing Landing pages

Skills: HTML | CSS | JS | AMPEMAIL

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 implements 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

Postura Global

Web Developer (Freelancer) | Jan 2013 - Dec 2014

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

Skills: HTML | CSS | JS | PHP | MySQL

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

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WORK EXPERIENCE

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