Guy Fox

Email Developer + Web Developer + Graphic Designer

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Skills

Photoshop • Illustrator • Dreamweaver • XD • InDesign • Acrobat • After Effects • Premiere Pro • HTML • CSS • PHP • MySQL
JavaScript • WordPress • Elementor • Sketch • Salesforce • Litmus • Web Hosting • Microsoft Office Suite • Illustration

Experience

Email Developer / Graphic Designer - Capital One (Contract) - 1/21 - Present
- HTML coding and development for email, using responsive design and email coding best practice.
- Design compelling emails based on user-centered design principles and industry best practices.
- Entering and tweaking HTML code for proper deployment in Salesforce Marketing Cloud.
- Working with Salesforce Marketing Cloud specialist to execute journeys.
- Produce clean, technically accurate files as well as maintaining accurate email templates with most recent HTML and CSS.
- Partner with external agencies, or internal creative teams, to create email templates.
- Understanding of Capital One and LOB (line of business) strategy, and how it relates to creative development.
- Complete work correctly and efficiently to meet appropriate deadlines while managing numerous projects at one time.
- Understand overall budget constraints of projects.

- **Email Developer / Graphic Designer** - Bank of America (Contract) - 10/14 - 9/20
- Designed and tested email marketing campaigns using responsive design and HTML coding best practices.
- Prepared HTML code for deployment in Salesforce by working with Salesforce Marketing Cloud specialist to execute journeys.
- Relied on industry best practices to achieve a consistent user experience across various email clients and platforms.
- Made HTML/CSS content updates to existing web experiences.
- Executed new concepts and strategies. Repurposed and revised content as needed. Maintained job folders and documentation.
- Maintained awareness of technology and software advances in the field and applied advances to daily tasks.
- Worked closely with both web and print designers within the agency to ensure consistency of branding and messaging.
- Video compression and prep for delivery.

Email Developer / Graphic Designer - ING / Voya (Contract) - 3/14 - 9/14
- Redesigned, edited and updated marketing materials to reflect the clients' new brand guidelines for digital and print projects.
- Modified, delivered and managed digital and hardcopy files. Checked projects for prepress and prepped for print.

Email Developer / Graphic Designer - IMS Health - US (Contract) - 11/13 - 5/14
- Prepared HTML code for deployment in Salesforce.
- Provided graphic design, illustration and production services for print, web and multimedia projects. This included sales aids, booklets, brochures, advertisements, forms, posters, graphs and other multimedia presentation materials.

Graphic Designer / Web Developer / Photographer / Motion Graphics - Lincoln University - 8/02 - 12/12
- Launched new branding campaign and media communications department for Lincoln University.
- Created HTML/CSS templates for first functioning website and instituted use of content management systems such as Joomla! and WordPress allowing departments to manage their own websites through a standard browser.
- Spearheaded social media campaign, created blog site and incorporated social websites: Facebook, Twitter, and flickr.
- Designed newsletters, letterhead, invitations and programs for Lincoln events and other printed projects such as brochures, pamphlets, posters, advertisements and business cards. Provided artistic direction for publications: *The Lincoln Review* and *The Lincoln Lion*. Successfully completed the production of Lincoln's first billboard advertisement.
- Created promotional videos for the Admissions department to market the university to potential students.
- Served as campus photographer for large events and important gatherings. Created first photography cataloging system.
- Managed vendor relations and project timelines for all media communications. Identified third party alternative to replace obsolete in house server resulting in significant savings to budget. Negotiated printing and photography quotes to reduce costs.

Education

Savannah College of Art and Design
Bachelor of Fine Arts, *Graphic Design*
Bachelor of Fine Arts, *Sequential Illustration*