DARIO DANIELE

HTML Developer

🌐 www.dariodanieledesign.com

EXPERIENCE 💼

EMAIL DEVELOPER
July 2018 - July 2019

RAPP UK

I was responsible for creating HTML email modules using Salesforce Marketing Cloud for Ralph Lauren, working closely with a SFMC Technical we created 66 modules with Drag&Drop functionality split in 2 business units, testing the emails across ESP using Litmus, troubleshooting and QA testing. The modules included AMPscript in order to take the country, language, modules, exclusions, segmentations, copy, images and links dynamically from a CSV file having only one template. Together with SFMC Technical and Service Delivery Director have created an Excel project tabs called "Matrix", this project tabs is formed of 4 tabs that contains all the information about the campaign, from country to segmentations and more.

The goal of Matrix is to create 30 emails in no time and facilitate the client with email marketing campaigns.
I also contributed into creating Montblanc's HTML responsive email modules and creation of GIFs. I coded new interactive modules in order to increase open rates. The modules are actively used by Montblanc.
Occasionally I created evites for Burberry using a platform called Adzu property of Code worldwide (my department in RAPP).
I played a role as consultant for other RAPP's clients, I was suggesting what approach to use for particular client's request or if a particular effect or functionality was possible to be used in HTML emails and in case provide the code.

FRONT END EMAIL DEVELOPER
Mar 2018 - May 2018

OTM CREATE

Responsibile for coding responsive and non responsive Global Email Marketing for HSBC Bank and Citigold Bank. Testing email across Email Service Providers using Litmus and fixing existing emails.
I worked closely with designers and Account Managers

EMAIL DEVELOPER
Aug 2017 - Feb 2018

DISPLAY BLOCK

Having served as an Email Developer at Display Block, I have hand coded larger scale projects for clients such as SpaceNk, Timberland, Dogs Trust, Richer Sounds, Starlight Childerns, Purple Parking, Meteor, Medihow and Display Block.

I was responsible for developing and designing Global Email Marketing, bespoke email for Timberland across 6 main european countries (UK, Italy, Spain, France, Germany and Netherlands) extended to 11 for campaigns such as Christmas, Black Friday, creation of custum HTML and CSS snippet to improve and increase the development productivity, Intereactive email, banners ads and animated GIFs for emails, website and for third party agencies.

I have worked on SpaceNK UK & USA and collections such as EVE LOM, Lipstick Queen and Inside Space, hand coding HTML emails for both UK and USA markets, generated tracking links usisng Display Block Link Converter, tested emails across the Email Service Providers and tested the functionality on Desktop and Mobile.
For SpaceNK the PSD with markups and brief were provided by in-house SpaceNK designers.

DIGITAL DESIGNER
Jul 2017 - Aug 2017

IM LONDON

Responsibile for working on a project called Marvolio's Nostrum. I contributed into delevoping the website in HTML and CSS3, Boostrap and CSS3 animations. The assets were provided by IM London Art Director and worked closely with Head of Digital

---

ABOUT ME 👤

Everything started with a passion for web technology, in particular HTML, CSS and Flash.

When I first started I did not know much about content management systems and would rely solely on my skills in HTML & CSS. I would hard code every aspect of the website and this gave confidence and flexibility in meeting my client's needs.
Having also a diploma in Art helped refine my touch as a designer adding to my skills the ability to develop web designs from scratch accompanied to creative design.
I consider myself versatile, reliable and professional. I always try to exceed client's expectations ensuring excellent results in both development and design.

I believe that a developer must also be a designer in order to have a holistic view of the work from the technological point of view but also from the visual one.

SKILLS 📊

Skill	Level
HTML	●●●●●●●●●○
CSS	●●●●●●●●●○
HTML EMAILS	●●●●●●●●●○
LITMUS	●●●●●●●●●○
SUBLIME TEXT	●●●●●●●●○○
CREATIVITY	●●●●●●●●○○
EFFORT	●●●●●●●●●○
PASSION	●●●●●●●●●●
PHOTOSHOP	●●●●●●●○○○
ILLUSTRATOR	●●●●●●○○○○
INDESIGN	●●●●●○○○○○
WORDPRESS	●●●●●●○○○○
LITMUS	●●●●●●○○○○
EMAIL ON ACID	●●●●●●●○○○
ECLIPSE	●●●●●○○○○○

EXPERIENCE 💼

FREELANCE GRAPHIC DESIGNER / DIGITAL MARKETEER
Mar 2017 - Aug 2017

EAZI APPS
Assist in developing company branded native Android and iOS compatible mobile apps using the EA Content Management System. Ensure visual images and multimedia files provided for the app are of a high standard and meets the Client and EA's requirements. Support digital marketing activities, where required

FREELANCE WEB DESIGNER
May 2016 - Aug 2017

VOOLCANO HARMONIX RECORDS
Responsible for working on the project, designing newsletters and interactin g on a weekly basis with marketing manager, sound engineer. The website is totally hand coded in HTML5 and CSS3 with Boostrap3 toolkits

FREELANCE DIGITAL DESIGNER
May 2014 - PRESENT

DOUBLED
I have worked as a freelance creative. I have created websites, print material and digital, maintenance of new and existing websites. During this time I have restyled some exsisting websites, previously created at Smartweb S.r.

WEB DESIGNER/ FRONT END
Jul 2011 - Oct 2013

SMARTWEB S.R.L
During my career At Smartweb S.r.l I was responsible for working on a range of projects, designing and building appealing websites, logotypes, brochures, letterheads, banners. I also supervised a Junior PHP Developer and worked closely with clients and third party marketers

I contributed into restyling the core system and improving MobOffice CMS (property of Smartweb) to create new HTML5 modules, customised HTML photogallerie, use of HTML markup to reinforce the semantics

FREELANCE WEB/ GRAPHIC DESIGNER
Jun 2010 - Aug 2010

KINGOLAB - LABORATORIO DI IDEE
I worked as a freelance web/graphic designer. I was responsible for a project called Biancoro Ristorante, I developed the website coding HTML and using Flash animations in ActionScript 2

WEB DESIGNER
Sep 2008 - Jul 2011

DOUBLED
Creation of HTML and Flash websites tailored for small businesses and creation of print material.

HOBBIES 👍

SPORT
Football, MMA, NBA, NFL

INSPIRATION MUSIC
Funk, HipHop, DNB, Pink Floyd, The Beatles

NATURE
Chameleon breeder

EDUCATION 🎓

CERTIFICATE OF PROGRAMMING WITH JAVA FOR BEGINNERS
London Academy of IT
2 days course
Registration Number: 29105
Jan 2017

WEB DESIGN
ILAS - Istituto Superiore di Comunicazione
Course of HTML, CSS, W3C, Adobe Creative Suite
Aug 2007 - Sep 2008
Result: 120/120

DIPLOMA IN ART
School of Art
Painting, drawing, modelling, History of Art, Science Philosophy, Italian,
Sep 2002 - Aug 2007
Result: 80/100

REFERENCES 💬

JOHN MARKHAM
RAPP - CTO, Code - Senior Technical Solutions Partner

RAPP UK
Email:
john.markham@codeworldwide.com

CAROLYN STEBBINGS
SVP Data and Technology Solutions

RAPP UK
Email:
carolyn.stebbings@codeworldwide.com

GEMMA BARLOW
HR Business

RAPP UK
Email: gemma.barlow@uk.rapp.com

MIKE PARRY
CEO

DISPLAY BLOCK
Tel. 077 900 0954
Email: mike@displayblock.com

JOE GOLDSTEIN
HEAD OF DIGITAL

IM LONDON
Tel: 781 077 3063

JENNIE GERRY
DIRECTOR

OTM CREATE
Tel. 203 031 6021

GIOVANNI CARDO
MANAGER

VOOLCANO HARMONIX RECORDS
Email: gycardo@gmail.com

DAVIDE BUSSETTI
CEO

SMARTWEB S.R.L
Tel: (+39) 081.193 21071