

YOGESH DEPALA

AVAILABLE
ON
REQUEST

TELEPHONE
ON REQUEST

09/04
1984

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I am an individual full of **imagination, enthusiasm and charisma**. I am passionate about **creative thinking** and this drives me to develop **innovative ideas** and techniques. I am a keen **team player** and love working in a team where I can **listen, motivate and contribute**. My background is in **art, IT and marketing** and I believe this allows me to look at many of my tasks in different perspectives and present ideas effectively with all in mind. I consider myself to be a **keen learner, communicative team member** and a **skilful individual**.

EXPERTISE AND SKILLS

SOFTWARE EXPERIENCE

Photoshop



Dreamweaver



Illustrator



Figma/ XD



PROGRAMMING LANGUAGES

HTML



CSS



JavaScript



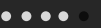
SQL



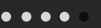
The software and coding learnt will be based on exposure and knowledge needed for the task.

I believe I am capable of more, and when shown the right direction, I believe I can achieve great results as I am a fast learner.

Creativeness



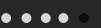
Communication



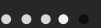
Motivation



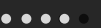
Team Work



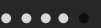
Innovation



Productiveness



Humour



CRM TOOLS

Salesforce Marketing Cloud

DotDigital, Klaviyo, Bronto

Mailchimp, Campaign Monitor

EDUCATION

1995
to
2000

Name: The Compton School

Qualification: GCSE

Subjects: Maths, Science, English, Geography, Drama, Art

Grades: A to C or above, with A* in Art

Name: Woodhouse College

Qualification: A Level

Subjects: AVCE Business Studies and Art

Grades: BB, A

2000
to
2002

2002
to
2006

Name: University of Hertfordshire

Qualification: Degree with work placement year

Subjects: IT, Marketing, Programming, Advertising, PR

Grades: BA/ BSc (Hons) in Marketing with Business Information Systems (2:2)

INTERESTS

I am a very active person with a keen interest in several areas:

- I enjoy badminton, gym, walking, trekking, football, snooker, golf, bowling, squash, tennis, basketball, hockey amongst many others.
- I love art, illustrating and painting with a variety of mediums from acrylics, oil paints to painting digitally.
- I have a keen interest in photography, occasionally carrying out professional work, travel photography and other personal interests.
- I have a great passion for dancing and music. I have danced to Bhangra/ Bollywood, and I have performed professionally as well on many occasions. I want to learn many more dance forms in the future.
- I love watching TV and movies. Keeping up with the latest trends and latest movies is always a interest of mine. There are just too many to name.

WORK EXPERIENCE

Oracle + Bronto | Digital Designer | April 2017 – November 2018

Main duties

- Template and email message creation using HTML or the Bronto tool drag and drop editor.
- Design and template consultation regarding best practices, design advice and content ideas. Asset creation is also required, from content imagery to layout optimisation and solutions.
- Managing multiple projects from multiple clients, from template design and builds to email journey message designs.
- Working with strategists, technical consultants and project managers to ensure projects are delivered on time and efficiently.
- Communicating with colleagues any best practices, industry news and tool ideas and solutions.
- Training clients on template tools and template usage, so that they can use the completed templates.
- Testing templates and messages across various platforms and ISPs for rendering and finding solutions if any issues are faced.

Key Highlights

- **Gmail calculator** – Using tools to calculate what layout options will cause the template/ message to clip in Gmail.
- **Customer satisfaction** - receiving high standards of customer satisfaction in delivery of projects, communication and output of work.
- **Rebranding templates** – re-branding templates for multiple brands, in EMEA and US.
- **Solution driven** – determination to find solutions, and fixes to process or tool flaws to achieve the best for the customer.

Harvey Nichols | Email Developer | March 2014 – April 2017

Main duties

- Email campaign management which included HTML builds, segmentation, and deployment.
- Working with the CRM team to develop and deploy customer contact communications and journeys.
- Consulting internal teams and implementing best practices and learnings on all email templates.
- Working with various teams from Marketing, Design, Content and Online to ensure the email communications are deployed correctly and effectively, and in the timeframe of major campaigns.
- QA management on emails that are set up and tested. Ensuring all emails are deployed without any issues, and any solutions and process implemented if any did arise.
- Developing our junior HTML developer in managing workloads, coding issues, training, idea generation and thought leadership.

Key Highlights

- **Mobile responsive integration** – My first project was to roll out responsive templates for the new site launch. Mobile optimisation was just starting to be used by companies.
- **Fully dynamic restaurant emails** – I was responsible for developing a template which would dynamically display relevant content for customers preferences. I worked with our CRM team and ESP to create requirements for the logic and script.
- **Loyalty email development** – It was required to develop dedicated email communications for the new loyalty program. A new range of templates were built, along with reminder emails for rewards and points banners on all emails.
- **Code efficiency and workflow** – I worked with my junior HTML developer to create email boilerplates, created simpler code to make emails more efficient in performance and management. Processes and documentation were created, and implemented, which aided our workflow for emails and workflows. Some exposure to GitHub, Gulp/Grunt was received to potentially help with template, asset and production.

dbg Ltd | Email Marketing Consultant | November 2006 – February 2014

Main duties

- Email campaign management, from data management, HTML design and builds, and campaign scheduling using in-house and external tools.
- Email and design consultation on best practices, strategy and process improvements.

- Providing training on tools, internally and externally.
- Building micro sites and landing pages. Designing and coding touch points of an email journey, including web forms. Levels of API exposure varied depending on project frequency.
- Generating reports, analysing and troubleshooting data using SQL.
- Using the Adobe suite such as Photoshop, Dreamweaver, Illustrator to help with projects. I was using unique campaign tools, and creative digital tools such as DirectSmile, StrongMail, FastStats, Neolane and Unica

Key Highlights

- **PixelArt** – I pioneered a colour blocking technique for blocked images in coded emails. This was used in email campaigns for one of the UK's leading Italian food restaurants. It became very well known in the email industry and is useful for making the email look attractive while images are disabled by ESPs.
- **ePIC** – This is a 3rd party product (DirectSmile) which was integrated into our internal tool, and I had the responsibility of managing this tool. This tool is used to combines an image with data for use within an email/ digital campaign. Many projects were delivered with this tool, which was used in many occasions such as Christmas, Easter and Birthdays. Examples include, customers name written in clouds, in flour, in snow, paint and many more.
- **Deliverability** – I was responsible for consulting on deliverability aspects of email placement to the inbox. This area would include finding out data practices, IP warming planning, IP allocation, delivery monitoring, Sender Score applications and domain authentication.
- **Tool Redesign** – Our in-house tool went through a rebranding phase, and I was responsible for heading up the interface design aspect, with an aim to meet the brand guidelines and simplify the tool for our customers. The project was successful and made the tool look simple and easier to use.
- **Responsive Design** – I researched and tested methods into creating fluid email designs that can adapt to screen sizes, and mobile responsive was not at norm at this time. This can also be rolled onto websites and landing pages, and projects also required designed landing pages and various emails to use this technique.

yogicreativity | Freelancer, Designer, Artist, Photographer 2003 – Present (Ad hoc)

- Creating illustrations, drawings and paintings for clients
- Photographer at weddings, birthdays and other events
- Client branding/logo design assistance and consultation
- Clients website design

Bollywood Dance London, The Bollywood Company, Newland Manor, Exclusive Events, AmritFit, PhysioCoreFitness, Zen Photography, Chukre Ltd, Yogee, Yard Boxing, Beautik, Prii Artist, Lion Tree Gardeners, Krish Jewellers. I would be required to consult and design their logo, marketing collateral. They have really loved my work and are happy to supply a reference if needed.

REFEREES

contact details available on request

**Mr Ashwinder
Choda**
dbg Ltd

**Mrs Francesca
Saffari-Wadsley**
Harvey Nichols

**Mr Andrew
Fernandez**
Oracle + Bronto

**Mrs Nileeka
Bose**
The Bollywood Company