

Andy Hunt



Web Designer / Web Developer / CRM Developer



Hello there

I'm a passionate, experienced creative designer and developer with an adaptable skill set across web and email. I have developed my career in high turnover design agencies and client side roles in both start ups and FTSE 250 businesses over the course of 20 years, striving to improve the conversion, bounce rates and churn of websites while maintaining a quality visual.

Over the past five years I've been carving out a niche in CRM design and development, gaining extensive knowledge of Salesforce and Adestra to build, personalise and analyse campaigns. My analysis and optimisations have seen improvements in engagement and a significant monetary uplift.



Experience

CRM SPECIALIST

Cazoo 2022 (Contract)

Contract role to rework the Marketing Cloud infrastructure of emails and to update the design of the communications.

- Updated the infrastructure of how emails in Salesforce Marketing Cloud are built using multi-use content blocks across several business units to make the building of communications scalable, efficient and consistent.
- Implemented the Design System into emails.
- Helped launch Cazoo in Spain using the Design System and infrastructure I put in place for UK.
- Training others in AMPscript.

EMAIL DEVELOPER

White Stuff 2020 - 2021

Initially starting on a short term contract, my role was to build and schedule upwards of 15 emails a week to the UK and German customer base.

- Improved template and component parts for easy use.
- Introduced customer retention lifecycle campaigns which brought in an average of £120k per month over a 4 month period, with the customer base growing by over 100k users.
- Introduced personalisation to BAU, designed and implemented personalised automated campaigns using AMPscript in Salesforce.
- Built voucher claiming functionality to lifecycle campaigns using AMPscript.
- Weekly email reports highlighting the KPIs.

SENIOR EMAIL DESIGNER AND WEB DESIGNER

Money Saving Expert 2017 - 2019

Lead designer and developer for Cheap Energy Club and Credit Club emails, delivering optimisations and improvements.

- Overhaul of the Credit Club emails saw an increase in visitors to the website improve by 200%.
- Cheap Energy Club onboarding email optimisations increased CTR by 50%.
- Supported the migration of over 100 emails to Salesforce, rebuilding emails so the templates were managed by editorial.

Lead designer for launch of Credit Club new website

- New site out performed the previous site based of bounce rate and engagement by 30%.

SENIOR WEB APPLICATIONS DESIGNER

Touchnote 2010 - 2013

Lead on creative delivery for web and mobile for a start up sending postcards.

- Overhaul of the Touchnote website saw product purchases rise from 20-60 a day to over 5000 a day.
- Optimisations of the website reduced the bounce rate of the website from 50-60% to 30%.
- Working with the CRM team, created campaigns to improve conversion.
- Lead on creative for campaign partnered with Samsung and Olympics, with the brief to have 5000 cards sent out by the end of the 2012 Olympics, which was met half way through the tournament.

EMAIL DEVELOPER

Octopus Energy 2021 (Contract)

Contract role to rework the existing Octopus Energy communications.

- Updated master email template used in all communications so that it is responsive, accessible and clearly defined.
- Created documentation of how to code in email, including a full CCS guide, with sections and demos specific for use within the master template.

CRM CREATIVE LEAD

Money Super Market Group 2017 - 2020

Lead on CRM creative delivery and optimisations across Insure, Home Services and MSE campaigns.

- Working closely with stakeholders to analyse and optimise ongoing campaigns. My optimisations on motor lead to a £1m+ annual uplift.

Rebranding and redesign of all company emails.

- I rebranded and then A/B tested updated designs to determine the very best outcome. I lead the analysis of the results and implemented optimisations. All of the campaigns saw an improvement on CTR up to 5%.

Created complex email templates with mobile responsive functionality, using AMPscript and other scripting languages to develop highly dynamic, data driven campaigns.

- Energy Alerts. A personalised campaign incorporating the best three energy deals for a user. The campaign relied heavily on data and AMPscript for many permeations. The success of the campaign saw my code used in the companies flagship newsletter.

- Credit Monitor. A new product that launched which monitored the credit rating of a user. All emails were user specific including the credit score and products that were featured. The campaign exceeded the end of year goal of 800,000 signup by more than double.

Participated in campaign planning sessions, advising on creative team capacity and delivery timelines as well as resource concerns in a timely manner.

- Trained CRM executives with basic knowledge of HTML and Salesforce so design team focus could stay on the larger projects to achieve deadlines.

INTERACTIVE DESIGNER

Graphic Alliance 2013 - 2017

Primarily starting as an Interactive Designer, I eventually became a Front End Developer and took charge of all email design and development.

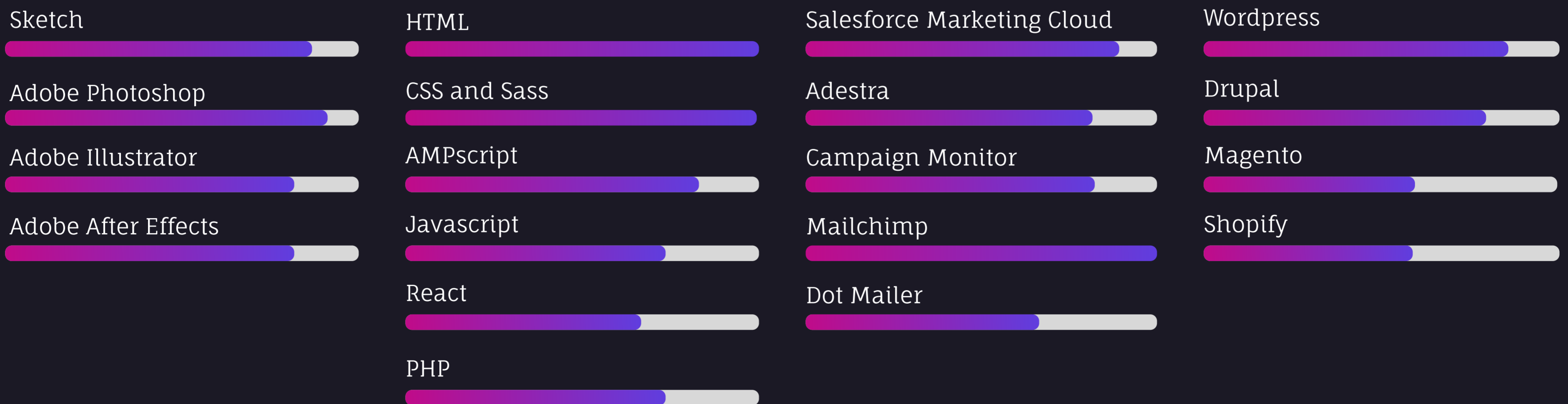
- Wireframing for client websites.
- Design and creation of websites using frameworks Drupal, Wordpress and Magento.
- Senior Wordpress developer.

Taking ownership of email development carved a niche for me within the company. I decided that If I were to do it, then it needed to move away from standard looking emails and move towards much richer and, email client applicable, more interactive emails.

- Created master templates with numerous layouts which would only require styling rather than building once the design was agreed. This reduced the production by over half with no change to the price.
- Created a fully flexible template in Adestra for a large client with capabilities for handling data and incorporating personalised content. This template was used for service emails and one of campaigns, such was the depth of options.



Skill set



Education

Kings Norton Boy's School & Sixth Form
9 GCSE's
A Level Art & Design
A Level English Literature
A Level History

Birmingham University
British History

www.andyhuntdesign.com

07791781847 | andy@andyhuntdesign.com