OKUNOLA ADEDOKUN

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PROFILE

I am a self-motivated, detail-oriented individual with over one year of experience in designing and developing web applications. Highly knowledgeable in the principles and methods of email development, testing, and marketing. I aim to use my abilities to help improve creativity and cohesion within an environment, while continuing to progress as a developer. I am competent with development tools such as HTML, CSS, and JavaScript as well as ESPs including Adobe Campaign and Salesforce marketing cloud.
some examples of my work can be viewed on my portfolio.

EXPERIENCE

October 2023 – Present
CRM developer| Whitbread

- Designing and planning email campaigns for Premier inns business and leisure customer base
- Reporting on campaign metrics by tracking KPIs and revenue generated from campaigns
- Writing copy for email campaigns
- Developing dynamic content blocks for personalization across leisure customer base
- Ensured adherence to data-driven design to improve the success of marketing campaigns

February 2021 – September 2023
Email developer | True2Fitness

- Building HTML Emails both from scratch and using existing templates, whilst ensuring the designs are responsive and are optimised for web and mobile.
- building, sending, and analysing push notifications using mobile studio
- Implementing processes to streamline new requests for templates.
- Creating and improving email proofing procedures, for new and automated emails.
- Coordinating with technical teams for continuous optimisation of email content and designs.

TECHNICAL SKILLS

- HTML – CSS
- SALESFORCE MARKETING CLOUD
- ADOBE CAMPAIGN
- ADOBE XD
- ADOBE ANALYTICS
- PHOTOSHOP
- GIT – GITHUB
- FIGMA
- JAVASCRIPT ES6 - REACT
- TEST DRIVEN DEVELOPMENT
- SQL
- DREAMWEAVER
- MAILCHIMP – MANDRILL
- KLAVIYO

February 2022 – May 2022
Tech Trainee | futureproof

In this training course the main areas of web development, including JavaScript, React, HTML/CSS, Rest APIs, Databases, and Python were covered.

- Completed a 1-week group project using React, Django REST framework, firebase, and Postgres to create a mobile cycling application. Great Emphasis was placed on the UI, UX as the site needed to maintain a practical design across different devices.
- Designed and created an anonymous blog site using HTML, CSS, and JavaScript. The majority of the design I achieved using Figma and Excalidraw, the webpage was tested to ensure no issues occurred on desktop or mobile.

August 2019 – August 2020
QC Analyst | Thermofisher Scientific

- LIMs entries and templates
- Supporting the different laboratory teams in various ways including compliance, sampling, inspection, and engineering
- Led and supported an overdue project to completion within a few months of starting.
- Carrying out SOP writing, organisation and updates

EDUCATION

Aston University

Bsc Applied Chemistry 2.1

REFERENCES

Available upon request