

# LUKE AXCELL - CV

## Skills

- Web Design
- HTML5, CSS3, jQuery
- Email Development
- WordPress, Shopify
- Photoshop
- Mac & Windows
- Stakeholder management
- SEO Knowledge
- Digital Marketing Knowledge
- Ecommerce
- Agile Knowledge
- Wordpress, Shopify

## Employment Experience

**2015 - Present, Funky Pigeon - Bristol**

### **Web Design Executive**

Updating front end merchandising changes on the website, adjusting page layouts and supplying social media graphics.

Strategy, design, development and deployment of email marketing communications. Creating assets for digital marketing activities and print. Working closely with the Marketing manager and Insight analyst to develop email campaigns that have created an additional £340k revenue in under 1 year. Improving performance using campaign reports and Google analytics to drive sales alongside developing triggered, targeted and transactional campaigns.

Other skills:-

- Responsive email development
- A/B testing
- HTML5 animated display advertising
- Web Design
- Welcome Campaigns
- Email testing tools
- Google Analytics
- Deliverability
- Winback Campaigns
- Return Path
- Countdown timers
- Copywriting
- Email Vision
- Ecommerce
- Targeted, triggered & transactional email
- Segmentation knowledge
- GDPR
- Preference center development
- List Hygiene Knowledge
- Visual Studio
- Google Analytics
- Experian/Cheetah Digital CRM
- Email personalisation

## **2014 - 2015, *Freelance - Bristol***

### **Freelance Designer**

After being made redundant from my previous role I decided to take some time to travel and work on some alternative projects. This ranged from small brochure websites to marketing materials and even some wedding photography.

Other responsibilities included:-

- Front end web design & development
- Requirements gathering
- Managing invoicing and payments
- Client Management
- Photography

## **2010 - 2014, *iTutor Maths***

### **Application Service Manager**

Working with publishers across Europe managing the production of online books, technical support and aiding with platform releases, testing and UX.

Other responsibilities included:-

- Working with UK and offshore dev teams to fix issues, test and implement features.
- Coordinating with multiple stakeholders
- Communicating with an offshore production team for online book production
- First point of contact for six publishers across Europe
- Testing and assisting in production for HTML5/iPad and Flex applications
- Interface design
- JIRA & Kayako

## **2009 - 2010, *iTutor Maths***

### **Production assistant**

Working in a research and development team to create new product ideas, proof of concepts and multimedia production.

Responsibilities included:-

- Flash animation
- Testing online applications
- Communicating with offshore and UK development teams to fix issues
- Developing smoke test scripts and regression testing

## **Education**

### **Higher Education**

**2006 - 2009**     *University of Gloucestershire, Cheltenham, Gloucestershire, UK*  
BSc, Multimedia, Honours, 2:1

**1999 - 2005**     *Caldicot Comprehensive School, Caldicot, Monmouthshire, UK*

#### **GCSE's**

Math's, English Lit, English Lang, Science Double Award, Drama, Geography, Design  
Technology, Religious Studies, I.T.

#### **A Level's**

English, Design technology, I.T.

## **Additional Information**

Driving licence: Full, Clean.