

Tim Scully

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Summary

I'm a web developer who specialises in Creative advertising builds for HTML5 Banner Adverts and Email Development.

Email development skills include technical consultancy and hand-coded html template builds direct to ESPs. HTML5 Banner development skills include GSAP animations, DCO campaigns with knowledge of multiple ad-servers. Currently working in freelance positions as an advertising web developer.

Experience

HTML5 Banner Developer (Freelance)

AKQA

Mar 2021 - Apr 2021 (2 months)

HTML5 Banner Developer (Freelance)

MullenLowe London

Jan 2021 - Mar 2021 (3 months)

Email Developer (Freelance)

Keko London

Nov 2020 - Jan 2021 (3 months)

HTML5 Banner Developer (Freelance)

Discovery Inc

Sep 2020 - Oct 2020 (2 months)

Email Developer (Freelance)

Wasserman

Jul 2020 - Aug 2020 (2 months)

Web Developer (Freelance)

Wunderman Thompson

Jan 2020 - Jul 2020 (7 months)

Email Developer (Freelance)

Proximity London

Sep 2019 - Dec 2019 (4 months)



Digital Developer

Hogarth Worldwide

Oct 2017 - Aug 2019 (1 year 11 months)

Email Development

Specialising in architecting templates for modular use and sustainability. All emails are built responsively with the option of kinetic capabilities e.g video and animation. Templates are hand-coded and/or built directly into an ESP for easy editing and updating.

Recent Work:

I was the technical consultant and email developer for a recent pitch for a sporting brand clients' customer engagement. The brief was to create emails with modern design and capabilities to match the clients' new branding. Templates were created in a short time frame in a modern kinetic format that had drop-down menus, carousels, videos and countdown clocks. Ultimately these templates lead to the agency winning the pitch. Copy and paste link to view: https://s3-eu-west-1.amazonaws.com/f1bucket/Full_Kinetic/index.html

From winning the pitch to delivering our first email to 2 million customers was only 3 days. Since then 3 - 6 emails are being sent out weekly across 4 different email templates with data statistics showing a rise on engagement.

For sustainability the templates were then built robustly into an ESP where they are completely editable in a drag and drop system for ease of amends and updates.

This campaign went on to win a Silver award at the 2018 DMA awards for Entertainment, Publishing and Gaming.

Systems/Technologies used:

Brackets (IDE),

HTML (coding),

Dotmailer (ESP),

GIT / Bitbucket (version control),

Photoshop (updates to imagery),

Sketch (original design),

Email on Acid / Litmus (testing),

AfterEffects (animations).



Online Advertising Developer

LEAP (Loveurope and Partners)

Jun 2017 - Oct 2017 (5 months)

Role:

- Develops creative concepts into design.

- Successfully interpret storyboards into fluent, eye-catching animation.
- Independently able to translate concepts and designs into various resources, media and different sizes.
- Help assess the feasibility of a concept, briefing or functional design.
- Overview of the production consequences of design decisions.
- Responsible for the quality of the design, including under time pressure.
- Adhere to file structures and naming conventions.
- Process files onto AdServers until all creatives have been successfully served.
- Organizes own work and coordinates timetabling with project management.
- Works in accordance with the process agreements made.

Tools:

- HTML5
- CSS3
- Javascript
- GSAP
- DoubleClick Studio
- Litmus
- Adobe Photoshop
- Adobe Illustrator
- Adobe AfterEffects
- Adobe Media Encoder

Clients:

- Dom Perignon
- Clarins
- Barclays
- HSBC
- Jupiter Asset Management
- Santa Maria
- Marc Jacobs
- Rolls-Royce
- Santander
- VistaJet
- Lendlease
- Epson
- Don Perignon
- Medtronic



Web Developer

Ogilvy UK

Sep 2015 - May 2017 (1 year 9 months)

Front end Web development specialising in Web builds, HTML5 Banners and Responsive email builds.

Website Development:

My role as a website developer is to consult, build and deploy campaigns across a range of big name clients. Consultancy requires to scope costs and timings whilst working alongside UX and designers in the pre production before a website build. Websites range from one page static sites to working on CMS builds.

Technologies used:

- HTML5
- CSS3
- Javascript
- JQuery
- Gulp
- Git
- SASS
- AWS

Email Development:

My role as email developer was to develop and hand code HTML emails from PSD. All emails created were responsive and had to fit certain specifications and functionality from brief. Consultancy with Project Managers and Account Managers is also part of the role, including working with digital designers to ensure maximum effectiveness across all designs.

The role includes cross browser and device rendering for emails to work across all platforms including Gmail, Outlook, iOS, Android.

Clients include BT and Amex where templates have been created domestically and internationally.

Technologies used:

- HTML
- CSS
- Email on Acid
- Photoshop
- Browser Stack
- Litmus
- Moveable Ink
- Eloqua
- Selligent
- Traction

HTML5 Banner Development:

Creating animated banners from Storyboards and PSDs. Working closely with Project Management and Account Management to develop banners that work across all browsers from IE9+ to Chrome and everything in between.

Clients include Amex, Expedia, PHE, EY, BP

Technologies used:

- HTML5
- CSS3
- Javascript
- GreenSock
- Sizmek
- Double Click
- Browser Stack



Technical Production Manager (BT)

Ogilvy

Apr 2015 - Sep 2015 (6 months)

A creative realisation engine located at the heart of a global creative powerhouse, driven by the need for always-on content in the new media age.

Web Developer

RedWorks, Inc.

Feb 2015 - Apr 2015 (3 months)

Developing front end designs for large clients in the digital marketing industry.

Gained mass experience mainly creating HTML animated Banners and Large multi-client Email builds.

Main Technologies used were HTML5, CSS3, Javascript and Adobe CC, along with many other digital testing tools

Alumni Consultant

Makers

Dec 2014 - Feb 2015 (3 months)

Responsibilities: Assisting current students of Makers academy

Assisting includes:

Troubleshooting

Best Practices

Agile solutions towards working

Pair Programming

Makers Academy Student

Makers

Sep 2014 - Dec 2014 (4 months)

Makers Academy is a highly selective, 12 week, full-time course (with a 4 week part-time pre-course) in web development based in London's Silicon Roundabout. Makers accept only the top applicants into their code academy for a rigorous programme that culminates on graduation day, when they introduce students to London's top technology companies looking to hire entry-level developers.

Retail Management

Tesco

2004 - 2014 (11 years)

I held many positions across most departments in a Tesco extra store. I joined the management development program to progress my career.

Management Responsibilities:

- * Manage product availability, product quality and missing item performance, agree any points for action
- * Review schedules and complete overtime request plan
- * Manage absences and holidays around the schedule
- * Ensure all log books are within legal compliance

- * Conduct staff meetings around concerns and any other legal issues
- * Attend handover meetings and raise any issues regarding product availability to department managers
- * Deal with staff queries and customer complaints (via phone, email, letters, face to face)
- * Conduct one to one reviews with staff regarding personal performance and targets
- * Review any equipment break downs including any van issues, escalate is necessary
- * Recruitment of new staff
- * Head hunting and development of existing staff, identify and target potential in staff to help progress them to further roles.

Education



Makers

Web Development, Web Development

2014 - 2014

Web Development



Brooklands College

Maths, Physics, Geography, Business Studies, Psychology, Music Performance, Critical Thinking

2003 - 2006

Studied A-levels in Music Performance, Geography, Business Studies.

Studied AS Levels in Psychology, Physics, Maths, Critical Thinking

Skills

HTML5 • CSS • JavaScript • Web Development • Test Driven Development • Merchandising • Store Management • Inventory Management • Retail Sales • Object Oriented Design