

Presentation

Russia born programmer and graphic designer with a Master degree in Digital Arts and 9+ years of experience in web design, web development, emailing and marketing automation.

Fast, skilled and focused. A jack of all trades. Believer in self education and learning by practice.

Fluent in Russian, French and English, with a basic knowledge of Dutch.

3 key areas of expertise

Web design, graphic design

Expertise

- Visual design, identity and branding
- Responsive HTML/CSS slicing (emails and web pages)
- Print material (business cards, flyers, booklets, big scale ads ...)
- Ads (Flash/GIF banners, ...)

Tools

Photoshop, Illustrator, In-Design, Zeplin, Sketch, Flash

Skills

Graphic design, web design, UX design, wireframing

Front-end development

Expertise

- Modern workflow (Git, Node, Gulp, SASS, Bootstrap)
- Building of forms and features
- UX design

Tools

VS Code, PHPStorm, CLI (Terminal, Cygwin, ...)

Skills

HTML, CSS, SASS, JavaScript, jQuery, Gulp, NPM, Node JS, Git, GitHub, Bootstrap, Foundation, SEO, PHP

Marketing automation

Expertise

- Custom solutions for Salesforce platforms (Pardot, Marketing Cloud)
- Responsive HTML emails and mailing campaigns for SmartFocus and Marketing Cloud

Platforms

- SmartFocus (6+ years)
- MailChimp (0.5 years)
- Salesforce Pardot (1.5 years)
- Salesforce Marketing Cloud (1.5 years)

Skills

HTML, CSS, JavaScript, server-side JavaScript, AMPscript, jQuery, TagCommander, Litmus

Professional experience

2018-2020

Salesforce Marketing Cloud developer

ENGIE Electrabel
Brussels, Belgium

2017-2018

Front-end developer

ENGIE Electrabel
Brussels, Belgium

2017-2018

Consultant

Pyco Group
Brussels, Belgium

Context of the project

Front-end developer, integrator and content collaborator for the main website. Salesforce Marketing Cloud developer and quality control expert for all outgoing email communications.

Achievements

Redesign, flow integration and migration from TSLS to Magnolia.

Migration and quality control of the marketing communications from Pardot and SmartFocus to Salesforce Marketing Cloud.

Role

- Creation, integration, testing, quality control and debugging of numerous landing pages and email templates using SmartFocus, Pardot and Salesforce Marketing Cloud.
- Integration of the tagging for the main website using Tag Commander.
- Content management, creation of banners and ads for the main website and the WordPress blog.
- Participation in various small projects, POCs and Innovation initiatives.
- Team management and trainings.

Skills & tools

HTML, CSS, JAVASCRIPT, SERVER-SIDE JAVASCRIPT, JQUERY, PHP,

WORDPRESS, GIT, GULP, BOOTSTRAP, MAGNOLIA, TSLS, SMARTFOCUS, SALESFORCE, PARDOT, MARKETING CLOUD, AMPSCRIPT, TAGCOMMANDER, LITMUS, PHOTOSHOP, ILLUSTRATOR

2012-2017

Web Designer / Magento Developer

Brillen24

Brussels, Belgium

Context of the project

As a member of Brillen24 marketing team, I was tasked with building a new web design and creating weekly newsletters and Flash banners.

Achievements

Creation and integration of 3 distinctive responsive web designs and over 100 original newsletters to an ever-growing client database (over 150000).

Building JavaScript and PHP plugins, managing a Magento based website in 4 languages, supervising the editing of TV commercials and making several printing projects, such as business cards, ads for public transportation and newspaper ads.

Role

- Wireframing and creating all the graphic design elements for the new website.
- Creating a fresh and modern responsive layout using Bootstrap and Foundation frameworks.
- Creating a new Magento theme and structure.
- Setup of the main features and plugins such as online chat and 360° product view.
- Managing and training a team of translators for text editing.
- Creating newsletters and mailing campaigns for a 150K client database.

Skills & tools

PHP, JQUERY, CSS3, SCSS, HTML5, BOOTSTRAP, PHOTOSHOP, ILLUSTRATOR, MAGENTO, SMARTFOCUS, COPYWITING

2011

Teacher

Haute École Albert Jacquard
Namur, Belgium

Context of the project

Teaching 4 classes of students how to create and manage an online portfolio using WordPress.

Achievements

Student success rate – 80%

Creation of a PHP application to improve the grading process of the students.

Role

- Manage and grade 4 classes of students.
- Give regular presentations before an audience without any relevant knowledge in web design or web content management.
- Teach the basic and advanced usage of WordPress.

Skills & tools

WORDPRESS, HTML, CSS, TEACHING

Personal projects

2019-2020

ampscript.xyz

A Salesforce Marketing Cloud blog about AMPscript & SSJS
Owner, author

Context of the project

Writing use cases and tutorials about Salesforce Marketing Cloud.

Education

- 2005-2010 **School of Visual and Plastic Arts**
Master's degree in Digital Arts with honours
Mons, Belgium
- 2002-2005 **School of International Interpreters**
Mons, Belgium
- 2000-2002 **St Mary's College**
Certificate of Secondary Education
Saint-Ghislain, Belgium
- 1990-1999 **School #33**
Certificate of Secondary Education
Nizhni Novgorod, Russia

References

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