

# James Balderson

HTML Email Developer



27 West Hill  
Dartford  
DA1 2EL

07732323064

[james@balderson.me](mailto:james@balderson.me)  
[james.balderson.me](http://james.balderson.me)

## Profile

Communicating messages and information through visual media as an alternative to the written word has always fascinated me, helping me overcome the challenges of dyslexia.

## Experience

### Self Employed @Balderson Digital

This is the company I trade under for all Freelance and Contract work, please visit [digital.balderson.me](http://digital.balderson.me) for more details and Freelance work samples.

I've worked at the follow companies while freelancing:

Email Developer (Contract), Armadillo, 10/01/2022 - Present

Email Developer (Contract), Publicis Sapient, 25/11/2021 - 24/12/2021

Mid-Level Developer (Workshop), Hogarth Worldwide, 29/03/2021 - 14/05/2021 and 30/08/2021 - 05/11/2021

Email Designer / Developer (Contract), Loveurope and Partners @ NewDay, London, 10/06/2019 – 12/07/2019 and 17/05/2021 - 27/08/2021

Banner Developer, Precious Media, 09/03/2021 - 16/03/2021

Email Developer (Freelance), Red Havas, 18/02/2021

Email / HTML5 Banner Developer (Contract and Freelance), Wunderman Thompson, London, 14/05/2019 – 07/06/2019, and gigs October and November 2019, February 2020 and January 2021.

Email Developer (Contract), Perfumers 1870, London, 16/07/2019 – 15/01/2021

Email Developer (Freelance), Karmarama, London, 19/07/2019 and 29/07/2019

Email Developer (Contract), Mail Newspapers, London, 17/04/2019 – 26/04/2019

Email Developer (Contract), Proximity London, London, 18/03/2019 – 29/03/2019

HTML5 Banner Developer (Contract), Hogarth Worldwide, London, 09/2018 – 03/2019

### Digital Developer, Loveurope and Partners, London, 04/2010 – 09/2018

[leap.london](http://leap.london)

My last role at Loveurope and Partners was as Digital Developer at head office, creating HTML5 banners for J.P. Morgan Asset Management and Volkswagen as well as HTML email builds for NewDay, Atomic and Volkswagen. Other experience included:

Consulting NewDay's London office providing advice and support on several digital projects directly to stakeholders and a project to refresh and modernise the notification emails to customers ending with a First Data API driven Salesforce based system.

Heading up the digital department at AdZone, LEAP's studio within adam&eve. Through developing the responsive email design for high pixel density displays, such as the iPhone, I made previously un-mobile friendly content, crisp and eye catching. The head of Regional Marketing at Volkswagen, referred to this as "a breath of fresh air!"

27 West Hill  
Dartford  
DA1 2EL

07732323064

[james@balderson.me](mailto:james@balderson.me)  
[james.balderson.me](http://james.balderson.me)

**Freelance Front End Developer, Crab Creative, London, 02/2009 – 01/2010**

[www.crabcreative.com](http://www.crabcreative.com)

## **Education**

### **University**

BA (Hons) Graphic Design (Visual Communication) (2008)

Thames Valley University

## **Skills**

### **Coding**

Responsive HTML5 email template (for many CRMs, including Aprimo, IBM Watson Campaign Automation, Redeye Contour, Salesforce, Campaign Monitor and MailChimp)  
HTML5, CSS3 and Javascript (GSAP) for HTML5 (for DC Studio, Sizmek and Flashtalking)

### **Software**

Adobe Creative Suite 2019 (Dreamweaver, Photoshop, Illustrator, InDesign and After Effects), Microsoft VB Code, Microsoft Office 365, Sketch app and Google Web Designer