

VINCENT LELEUX

PERSONAL DETAILS

Languages: French, English

Nationality: Belgian

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PROFILE

A **HTML Email Developer** with 10+ years commercial experience concentrating primarily with **HTML5, CSS3, Front End Development** and **Online Marketing** . Has developed many user experiences and online marketing focused websites in various sectors which have included retail, e-commerce, and web agencies,. Has collaborated with teams on many simultaneous projects in agencies, as well as with direct clients.

Strong learning and problem solving skills coupled with excellent communication skills both written and verbal. These have enabled effective client facing Information gathering leading to successful website developments. *Seeks full-time permanent work being available immediately for both interviews and starts for most locations within London & the South East.*

EDUCATION & QUALIFICATIONS

Jun 1992 Master in Fine Arts Institut Superieur Libre d'Arts plastiques, Brussels, Belgium

Jun 2001 Video Editing, Compositing and SFX Video Design, Paris, France

Jun 1993 Pedagogic Skills Certificate St Joseph, Brussels, Belgium

SKILL SUMMARY:

Business Skills: Information architecture, User experience, Online marketing, email and banner marketing, project management, Online marketing strategy, social media. Producing clear, detailed project outlines and progress reports. Adjusting technical explanations to client's knowledge level.

Web Development: HTML5, CSS3, Responsive Web Design, Mailchimp, Litmus, Red Eye, Github, Bitbucket, Mesh, Monetate, Amazon S3, Basecamp, mobile web, e-commerce integration, intranet, CDN, knowledge MySQL

UX Design: Responsive design, Typography, Banner Ads, Email campaign design, Adobe CC17 Suite: Photoshop, Illustrator, Dreamweaver

Other Software: Wordpress, Mailchimp, Microsoft Office Suite: Word, Excel, Powerpoint, Apple Productivity Apps: Pages, Numbers, Keynote

EXPERIENCE

February 2017 – Present

Time for personal development, family time and creative photography explorations. Ready to come back to work, totally refreshed.

October 2016 – January 2017

JD Sports plc, Manchester

JD Sports Fashion plc is the leading retailer and distributor of branded sportswear and fashionwear.

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Front End Developer: Contracted to build mailers and update JD Sports, Millet Sports and ActivInstinct websites for all countries. HTML, CSS, RedEye, Litmus, Photoshop, Amazon S3, Mesh, Monetate, Basecamp

August October 2016

ICC Lowe, London

ICC Lowe is a marketing/advertising agency providing applications to the health sector and pharmaceuticals.

Front End Developer

Contracted to build iPad applications destined for pharma rep to present products to doctors. HTML, CSS, Javascript.

Mar 2009 – July 2016

Leleux.com, UK

Leleux.com is a web agency providing digital solutions and web services to small and medium businesses. Specialised in websites, email marketing and social media.

Front End Developer: Contracted to guide local and international clients to develop better customer experience through their digital transformation. HTML, CSS, Javascript, Email Development, MySQL, XML, RSS, Facebook API, 3rd party APIs

Responsibilities:

- Meeting clients and analysing their needs, objectives and offering the best solutions.
- Creating architecture and design (Photoshop) according to the client's needs and brand's guidelines
- Creating design(Photoshop), producing pages(HTML/CSS/JavaScript) and pictures(Photoshop), collaborating with partners and back-end developers
- Email Development: designing, developing templates, coding emails, deploying email campaigns
- Managing updates, banners and email campaigns(Photoshop, HTML)
- Websites testing, cleaning and debugging code and architecture(HTML/CSS/JavaScript)
- Providing solutions (online course, video tutorials) to clients for their own independence of managing and maintaining their own websites
- Adapting Wordpress to specific projects, both in the appearance of website and in the Wordpress CMS administration, via plugins, CSS, Javascript customisations.
- Producing clear, detailed project outlines and progress reports.
- Adjusting technical explanations to client's knowledge level.

Two examples of website projects worked on are as follows:

www.inspiredinlondon.com

Set up a custom WordPress platform allowing user-generated content including video (using Youtube API to reduce server bandwidth costs). The main customisations have been made to the events page and the video gallery page, that both are updated automatically as follows:

- The events page shows the next event on top and then the most recent ones underneath
- The watch page (video gallery) updates automatically with the Youtube channel.

These 2 customisations have been made through a special Wordpress theme and customisation.

<http://florence-beauloye.com>

Built, developed and maintained this haute couture jewellery e-commerce website. Used Wordpress and Woocommerce (+plugins+HTML/CSS/Javascript) customised to special needs. Amended the design with CSS and Wordpress CMS customisations. Taught the client to manage their own products via the woocommerce plugin.

Achievements:

- Demonstrated expertise in guiding clients through their online developments and boosted events attendance by 33%

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- Created a new website that was key to the successful launch of the new brand Florence Beauloye (Wordpress + plugins + CSS/JavaScript)
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Skill snapshot: HTML, CSS, Javascript, Wordpress, Wordpress plugins, MySQL, XML, RSS, Facebook API, 3rd party APIs

Nov 2008 – Feb 2009

QS Quacquarelli Symonds, London, UK

The leading global provider of specialist higher education and careers information and solutions. Activities across 50 countries, working with over 2000 of the world's leading higher education institutions and over 12000 employees

Front End Developer / Web designer: Employed to develop their websites and new services to better target their clients and students. HTML, CSS, Javascript.

Responsibilities: Working alongside the marketing head to define objectives and solutions; Designing and re-designing pages and websites, coding HTML/CSS/JavaScript; Conceiving and creating minisites

May 2008 – Oct 2008

Cleverat. Brentwood, Essex, UK

Cleverat was an affiliate network, leading choice for many blue chip brands, providing CPA, CPL, and email solution both in the UK and internationally.

Front End Developer

Contracted to design and create websites, webpages and emails campaign. HTML, CSS, Javascript

Responsibilities:

- Optimising designs with Photoshop, CSS, brand images (logo and guidelines), and coding of microsites (HTML / CSS / JavaScript)
- Creating logos (Illustrator/Photoshop) and website designs (Dreamweaver, HTML / CSS)
- Writing code of new websites: HTML / CSS / JavaScript

Jul 2002 – Apr 2008

Leleux.com, Montpellier, France

Leleux.com is a web agency providing digital solutions and web services to small and medium businesses. Specialised in websites, email marketing and social media.

Web Developer / Web Designer

Contracted to meet clients, build and maintain websites to help them develop their business through online marketing. HTML, CSS, Javascript

Responsibilities:

- Meeting clients and analysing their needs, objectives and offering the best solutions.
- Creating architecture and design (Photoshop) according to the client's needs and brand's guidelines
- Creating design(Photoshop), producing pages(HTML/CSS/JavaScript) and pictures(Photoshop), collaborating with partners and back-end developers
- Managing updates, banners and email campaigns(Photoshop, HTML)
- Websites testing, cleaning and debugging code and architecture(HTML/CSS/JavaScript)
- Providing solutions (online course, video tutorials) to clients for their own independence of managing and maintaining their own websites
- Adapting Wordpress to specific projects, both in the appearance of website and in the Wordpress CMS administration, via plugins, CSS, Javascript customisations.
- Producing clear, detailed project outlines and progress reports.
- Adjusting technical explanations to client's knowledge level.

Example projects worked on are as follows:

1. <http://www.plusdepc.com/> (Destocking specialist company, offers second-hand PCs, refurbished laptops and devices.)

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Maintained all the products (website admin), created and produced all the pictures (Photoshop) and designs and managed the database (MySQL / phpMyAdmin).

Created efficient production processes to reduce time and mistakes (Photoshop, MySQL)

2. **Intranet Darty (Home retail company)**

Created, designed and developed the first intranet for their employees (customised Wordpress + plugins)

The challenge was to train employees to use the intranet, and how to make it as intuitive as possible to support employees to use it. This project developed over 4 years.

Achievements: Improved the production processes for each new products/ change of products: 25% faster and 35% more productive. HTML, CSS, Javascript. Improved employees communication and engagement: in 6 months, a survey showed that both communication and engagement got better and therefore it improved customer's satisfaction.

Skills snapshot: Wordpress, Wordpress plugins, HTML5, CSS3, JavaScript, MySQL, PHPMyAdmin.

Sep 2001 – Jun 2002

IRSA. Brussels, Belgium

IRSA (Institut Royal pour sourds et aveugles / Royal Institute for Deaf and Blind) is a specialised school for disabled children

Fine Art Education Teacher

Employed to stimulate children artistic capabilities, enhancing their qualities

Responsibilities: Teaching primary school disabled children artistic education

Sep 1997 – Aug 2001

Emakina, Brussels, Belgium

Emakina is a leading independent European group of cutting edge communication agencies. 700 experts working from 15 offices in 8 European countries.

Web Developer / Web Designer / Content Manager: Contracted to design, develop and maintain websites and create promotional mini-sites, email campaigns and banners of different car brands: Porsche, Jaguar, Volkswagen, Audi, Seat, Skoda, Yamaha. HTML, CSS, Javascript.

Responsibilities:

- Websites testing, cleaning and debugging code and architecture
- Leading designer teams on microsites and campaigns
- Leading brainstorming meeting with creative team
- Creating architecture and design according to projects and brands guidelines (Photoshop)
- Creating design (Photoshop), producing pages (HTML/CSS/JavaScript) and pictures (Photoshop)
- Collaborating with back end developers team

Example of a project worked on is as follows:

www.audi.be

Cleaned and restructured in emergency the entire site that was not clear while the new website was being developed. It was both a big picture view to rethink and rebuild the information architecture and attention to detail to clean and rewrite the code

Achievements: Increased traffic by 22% in one month, and page views per visit by 18%, Propelled (client / URL) to first page of Google through improved SEO-techniques, resulting in 20% increase in site visitors.

Skills snapshot: Wordpress, information architecture, performance, UX, HTML5, CSS3, JavaScript, MySQL, PHPMyAdmin.

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Jul 1992 – Aug 1997

Movids. Brussels, Belgium

Movids was a movie and video production company that delivered ads, music video clips and corporate movies

Founder / Post Production Head: Lead all the post production : editing, special effects, lettering etc

Responsibilities: One of the 4 founder members, visionary to bring creativity to all projects, Responsible for all the post production