

PAUL DIPPER

Email Developer | Email Development Specialist

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SUMMARY

Experienced Email Developer and Email Development Specialist with nearly 20 years of experience across email development, web, microsites and digital production. Specialising in building responsive, production-ready HTML and CSS emails from creative designs, with extensive experience across email clients, platforms and devices.

Hands-on experience with Salesforce Marketing Cloud, including email templates, reusable modules, personalisation, dynamic and conditional content, customer-specific data and basic AMPscript editing. Additional experience with Movable Ink, Deployteq and Oracle Eloqua, alongside email testing, cross-client compatibility and Outlook Desktop.

Experienced in working closely with designers, developers and production teams to translate creative concepts into accurate, robust and maintainable digital communications, while identifying technical issues and providing practical development solutions.

KEY SKILLS & TECHNOLOGIES

Email Development: HTML, CSS, Responsive Email Development, Email Templates, Modular Email Development, Cross-Client Compatibility, Email Accessibility, Dark Mode Email, Outlook Compatibility

CRM & Marketing Automation Platforms: Salesforce Marketing Cloud (Content Builder, Email Studio, Personalisation, Dynamic Content, AMPscript), Deployteq, Oracle Eloqua

Dynamic & Personalised Content: Movable Ink, Personalisation, Dynamic Content, Conditional Content, Customer-Specific Data, AMPscript, Data Extensions

Email Testing & QA: Litmus, Email on Acid, Cross-Client Testing, Email Rendering, Email QA, MJML

Design & Development Tools: Figma, Adobe XD, Photoshop, Dreamweaver, Git

PROFESSIONAL EXPERIENCE

INSPIRED THINKING GROUP (ITG)

Front End Email Developer

December 2018 – Present

- Delivered high-volume responsive email campaigns for major retail clients including Wickes, Waitrose and Marks & Spencer, ensuring consistent rendering across email clients and devices.
- Build and maintain email templates and reusable modules for client campaigns, with a focus on robust, maintainable and responsive code.
- Work across Salesforce Marketing Cloud, Deployteq and Oracle Eloqua to build, edit and test email content.
- Create and support personalised, dynamic and conditional email content, including customer-specific data and basic editing of existing AMPscript.
- Build and edit emails incorporating Movable Ink, implementing code and snippets, working with modules and content, and testing dynamic and personalised experiences.
- Troubleshoot rendering and compatibility issues across email clients and devices, including Outlook Desktop.

- Test email builds across different clients and devices and ensure emails display correctly under dark mode.
- Work closely with designers, developers, account teams and production specialists to translate creative concepts into accurate digital communications.
- Develop modular and self-service email layouts that enable teams to create consistent communications with minimal development updates.
- Deliver daily email builds and support weekly templated campaigns, including regular module updates and maintenance.
- Apply extensive email development experience to identify technical issues early and provide practical solutions throughout the production process.

Selected Clients: Wickes, Waitrose, Marks & Spencer

PANCENTRIC DIGITAL

Email Developer / Web Developer / Front-End Developer

November 2006 – December 2018

- Developed responsive and dynamic email campaigns and landing pages for major clients across retail, finance, insurance, healthcare, food and hospitality.
- Implemented and maintained email builds within Pancentric's in-house Enabler ESP, helping establish and maintain consistent email development processes.
- Worked closely with designers and marketing teams to translate creative concepts into accurate, responsive email builds.
- Built and maintained responsive email templates and landing pages across multiple client campaigns.
- Tested email campaigns using Litmus and resolved compatibility issues across email clients, browsers and devices.
- Used Git to manage code and project assets within the development process.
- Supported the CRM campaign management team by ensuring email builds met technical and production requirements.
- Produced pitch materials and delivered email development training and technical guidance for staff and clients.
- Researched and wrote articles on email development and emerging email technologies for Pancentric's blog, covering topics including kinetic email, AMP for Email and web-safe fonts.

Selected Clients: Ralph Lauren, Hiscox, Clipper Teas, L'Oréal, RSA, Sainsbury's, Vitality Health, Bluewater, Burger King, Allianz Petplan, AXA, Canada Life, Protect Your Bubble

CORE INNOVATION LIMITED

Multimedia Designer & Developer

February 2001 – November 2003

- Designed and maintained websites, online learning materials and interactive MBA and MSc presentations for Cranfield School of Management, incorporating video, audio and online test simulations.
- Developed intranet concepts and promotional email banners, managing multiple projects from concept to delivery under tight deadlines.
- Used Macromedia Director, Flash, Dreamweaver, HTML, WordPress and Photoshop.

FREELANCE

Multimedia Designer & Developer

August 2000 – January 2001 & December 2003 – October 2006

- Delivered multimedia, website, email and interactive digital projects for clients across multiple sectors.

EDUCATION

Southampton Solent University — BA (Hons) Multimedia Design, 2:2