

# KASHIF ZAMAN

## EMAIL DEVELOPER

London | 07818 676511 | [kashif\\_zaman9@hotmail.com](mailto:kashif_zaman9@hotmail.com)  
[www.kashifaz.com](http://www.kashifaz.com) | [www.linkedin.com/in/kashifaz](https://www.linkedin.com/in/kashifaz)

## Personal Profile

---

Results-driven Email Developer and CRM Specialist with proven expertise in designing, building, and optimising customer communications across digital channels. Skilled in leading eCRM strategies, campaign management, A/B testing, and data-driven personalisation to drive customer engagement, retention, and business growth. Adept at cross-functional collaboration, project ownership, and delivering innovative solutions that align with brand and marketing objectives. Committed to continuous improvement and best-in-class customer experience.

## Work experience

---

### The Office Group/Fora - Email Developer/Digital Designer

Jan 2020 - Present

Fora is a premium workspace provider offering beautifully designed offices, meeting rooms, and flexible workspaces tailored to enhance productivity, creativity, and well-being. I initially joined as a Digital Designer, where my primary focus was on improving the company's email marketing newsletters by transitioning them from image-only formats to fully responsive HTML and CSS templates. Following this, I was promoted to Email Developer, taking ownership of the design, development, and maintenance of all email templates across the business. These templates were deployed across multiple platforms, including Salesforce, Nexodus, and Pardot.

- Led the design, development, and optimisation of responsive HTML email templates, ensuring brand consistency and cross-client compatibility through advanced testing (Litmus).
- Spearheaded the transition from image-based to fully coded HTML/CSS newsletters, introducing modern coding techniques and robust fallback solutions to enhance deliverability and engagement.
- Partnered with the Communications team to manage and execute internal and external email communications, overseeing the build, scheduling, deployment, and performance tracking across Pardot. Worked closely with the team to plan and deliver newsletter and event email campaigns, ensuring alignment with brand identity, creative direction, and business objectives.
- Worked closely with the Head of Digital to shape and implement the email marketing strategy, driving customer retention, loyalty, and lifetime value (LTV).
- Developed and executed data-driven eCRM strategies, continuously optimising automation programmes to support acquisition, retention, and re-engagement goals.
- Led the creation of automated campaigns using Pardot Engagement Studio to reactivate lost leads, developing email sequences that dynamically adapted based on user engagement (clicks and opens).
- Created and managed campaigns within Salesforce, ensuring seamless integration with Pardot to optimise lead nurturing and customer relationship management.
- Established and managed an A/B testing and optimisation roadmap, testing automation flows, subject lines, content variations, and personalisation strategies to maximise engagement and conversion.
- Monitored and analysed key performance metrics (KPIs) — including open rates, click-through rates, conversion rates, and retention metrics — to inform actionable insights and campaign improvements.
- Led initiatives to drive segmentation and personalisation across email, leveraging customer data to deliver highly tailored and relevant communications.
- Generated and maintained UTM tags for accurate campaign tracking and performance analytics, ensuring effective measurement and reporting.
- Collaborated cross-functionally with creative, brand, and digital teams to ensure the timely delivery of campaign assets, ensuring all touchpoints align with customer experience standards.
- Managed digital customer communication platforms, including digital screens and virtual reality tours, supporting wider marketing and engagement strategies.
- Ensured GDPR compliance across all CRM and digital marketing activities, embedding best practice and legal standards into operational processes.
- Designed and produced a range of marketing assets, including digital and print sales collateral, HTML5 banners, and animated icons to support lead generation initiatives.

## **Wyevale Garden Centres - Email Developer/Digital Designer**

Sep 2014 - Nov 2019

Wyevale Garden Centres were the largest garden centres group in the UK with 145 garden centres and a turnover of £400 million. I joined as a Web Content Editor and was promoted into Email designer and developer reporting directly to the senior CRM manager.

- Working with the CRM to design and develop responsive and dynamically targeted HTML emails using hand-coded HTML and CSS.
- Creating responsive HTML transactional email to be used on the e-commerce website. This resulted in an increase in click through to the main website.
- Working with the CRM to design and develop responsive and dynamically targeted HTML emails using hand-coded HTML and CSS.
- Creating responsive HTML transactional email to be used on the e-commerce website. This resulted in an increase in click through to the main website.
- Build complex conditional statements for the email content to target customers
- Testing all HTML code in Adestra to ensure it displays correctly across all major email clients
- Using Movable Ink's Visual Experience Platform to create personalised emails. This ranged from just including a customer's name on an image to giving them their unique reward vouchers. Also targeted offers based on predicted weather and postcode.
- This platform also allowed us to create unique campaigns that increased customer engagement. We created a voting email that allowed us to track the number of birds customers saw in their garden during the Big Garden Birdwatch in January.
- A/B testing done via our own ESP in Adestra and also in Movable Ink. We did testing on subject lines and on content where the higher clicks would win.
- Design, development and implementation of landing pages using HTML, CSS and JavaScript in support of national campaigns, featured products, in-centre events and content featured within emails
- Using Photoshop and Illustrator to create graphics, event banners, carousel images for the website and email
- Editing and manipulating images and photos for use on the website and email
- Creating and editing videos in After Effects and Premiere Pro before implementing them on web pages
- Editing and manipulating audio files using Adobe Audition to be used on the telephone system
- Using InDesign to create and edit mailers, leaflets and posters to be used in centre and sent to customers

## **VIM Design - Digital Designer**

Jan 2013 - Jul 2016

Started a design business with a friend during my last year at university and worked on enhancing my skills I had learnt during university.

- Completed various design assignments including websites, logos, product leaflets, flyers, business cards, report covers, annual reports, brochures, displays, banners, logo stings and slideshows
- Meeting clients and discussing their ideas and message they wish to convey
- Working from a brief to generate ideas to present to the client
- Create mock-up and present ideas to client for approval
- Working on creative design and artwork
- Web design, development and management
- Working as a team with copywriters and designers

## **Education**

---

**Middlesex University, London - Sep 2009-Jul 2012**

**BSc Multimedia Computing**

**First Class Honours**

**City University London - Sep 2005-Jan 2008**

**MEng Mechanical Engineering**

**Certificate of Higher Ed**

**Christ College Finchley, London - Sep 1997-Jun 2005**

**GCSES and A Level's**