



SORRI DARBO

Frontend Developer

CONTACT

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- <https://github.com/ApolloG01>

EDUCATION

London South Bank University.

BA in Digital Media Arts:
2011 – 2014

ITC Primo Levi, Sarezzo, Italy

Diploma in Business and Foreign
Languages

2003 – 2008

TECHNICAL & PROFESSIONAL SKILLS

Core Tech:

HTML5 · CSS3 · JavaScript (ES6+) ·
TypeScript · React.js · Next.js ·
Redux Toolkit · Tailwind CSS

Email & CRM:

Oracle Responsys, IBM Silverpop,
Sitecore

Developer Tools & Workflow:

Git, GitHub, REST APIs, VS Code,
Photoshop

LANGUAGES

- Italian (Native)
- English (Professional)
- French & Spanish (Basic).

SUMMARY

Frontend Developer with a professional background in HTML/CSS development across international, fast-paced environments. Experienced in cross-client rendering, modular template systems, code optimisation, and complex digital campaigns. Currently specializing in modern web application development, building interactive projects with React.js, Redux Toolkit, Next.js, and Tailwind CSS. Looking to bring a strong technical foundation and production-grade reliability to a product-focused frontend role.

WORK EXPERIENCE

Digital Developer / HTML Developer

Contactlab, Milan, Italy

September 2022 – December 2025

- Developed responsive landing pages and HTML email templates using modular code structures and reusable components.
- Created complex filters, customizations, and conditional logic for targeted digital delivery.
- Optimized performance through image compression, code efficiency, and cross-client testing.

Email & Web Developer

Oliver Agency (Inside Ideas Group), London, UK

October 2021 – August 2022

- Created digital campaigns for international clients using Salesforce Marketing Cloud
- Modernized legacy templates and managed end-to-end campaign execution from development to deployment.

CRM Email Developer

New Look Retailers Ltd, London, UK

May 2020 – September 2021

- Develop responsive HTML/CSS email templates
- Debugging cross-browser and email client rendering inconsistencies

CRM Associate

bwin (GVC Group) London, UK

April 2019 – April 2020

- Communication planning.
- Creation of promotions on important sport events; copywriting and translation.
- Define targeting, channel and timing of communications.
- Setting up and deployment of email, inboxes and overlays.

CRM Executive

Sky Betting and Gaming, Sheffield, UK

April 2018 – April 2029

- Setting up and deployment of HTML emails and push notifications
- Define the right targeting, channel and timing of communications.
- Creation of CRM reporting.
- Manage all the operations related to providing customers with bonuses.
- Cooperate with the Marketing and CRM team to optimize retention

Email Marketing Executive

Cheetah Digital/Experian Marketing Services, Surrey, UK

May 2016 – December 2017

- Manage the execution and delivery of Amex email campaigns across various EMEA regions.
- A/B and subject line testing of email campaigns.
- Liaising with clients, analytics team, marketing managers and creative team.
- Manage campaign progress and track lead activity using Salesforce.

TECHNICAL PROJECTS

Not Sorry – Joke Management Platform: Streamlines dynamic content discovery and user-curated archives through Redux Toolkit, featuring secure API integration and persistent data synchronization.

[Live Demo](#) [GitHub](#)

The Gambian Eye Experience: A modern tour operator web platform using Next.js, TypeScript, and Tailwind CSS, featuring custom dynamic routing.

[Live Demo](#) [GitHub](#)

E-Commerce Shopping Cart Application: eatures a dynamic product catalog and real-time shopping cart updates using React Router and state management.

[Live Demo](#) [GitHub](#)

React Weather Application: Delivers real-time meteorological insights by leveraging the OpenWeather API, featuring location-based search and optimized asynchronous data handling.

[Live Demo](#) [GitHub](#)