

David W. Beck

I am looking for a challenging opportunity where I can effectively apply my expertise and advance my skills. I have diverse experience in everything from social media to graphic design, web design to programming, analytics, and beyond.

EXPERIENCE

Catz Bark & Brush, Farnborough — Co-founder

March 2024 – July 2024

I co-founded 'Catz Bark & Brush', a family business, where I developed the website, led digital marketing efforts, and supported various administrative and operational tasks.

DMH Stallard LLP, Hybrid — Content Migration Specialist

July 2023 – February 2024

I successfully managed the migration of the company's website from Kentico to WordPress focusing on content accuracy, enhanced user experience, and brand consistency. I brought web development, coding skills and knowledge from completing Yoast Academy training to optimise SEO. I contributed to technical reviews, cross-team collaboration, user testing and process documentation, informed by company-specific legal training.

Rentokil Initial, Hybrid — Digital Marketing Executive

June 2022 – July 2023

I project managed and developed websites in multiple languages for Rentokil, Initial and agency stakeholders using Magnolia CMS. Additionally, I assisted with ad-hoc tasks, utilised Agile development methodology and Jira for project management, and provided quality assurance on new Magnolia builds and websites. I also trained, led, and collaborated with colleagues around the globe on website development projects and used previous skills such as coding and automation to speed up development.

Monitor Ltd, Remote — Website Developer & Marketing Consultant

March 2021 – June 2021

I conducted industry research and created a marketing plan. I built a WordPress-based website and produced various marketing materials such as a magazine ad, brochures, and 30 blog illustrated blog posts of around 750 words each. Additionally, I managed social media accounts, provided advice on paid advertising, and designed physical media.

Arrow Precision, Aldershot — Graphic and Website designer

November 2019 – February 2020

I led marketing efforts for three in-house brands, overseeing \$18K in Google Ads spending, cutting the cost per action by 40%. Produced multimedia content using Illustrator, Premiere Pro, Dreamweaver and Photoshop. I optimised websites and managed social media.

Microsoft UK & MRM McCann, Reading — Social Media Technical Manager

May 2018 – March 2019

Managed digital marketing campaigns for Microsoft UK's @TechNetUK and @MSDevUK,

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SUMMARY

Experience in a diverse range of roles with a penchant for creative problem-solving.

Proficient in marketing and advertising strategies and social media platform management, paid and organic.

Expertise in web and graphic design using the Adobe Suite, copy and content writing, game development, video production, art, music and animation.

Experience with data analytics, market research, and Python 3 programming.

Personal interest in psychology, AI, digital and technology as well as the creative arts.

KEY ACHIEVEMENTS

Hobbyist YouTuber with 3.5M views, 52K hours watch time and over 13K subs, covering gaming, tech, tutorials and animation.

Achieved the highest engagement rate among all marketing department members in the UK during my time at Microsoft UK, as of Q4 2018, due to curating highly engaging content.

Spearheaded content planning,

building relationships with the audience, influencers, and Microsoft Cloud Developers. I managed paid and organic channels on Twitter, Facebook, LinkedIn and Instagram selecting, scheduling and creating content. I conducted research, performed social listening, and performance analytics creating reports for stakeholders. I trained in advertising law, geopolitical awareness, GDPR, brand strategy, endorsements & privacy.

iSat Ltd, Farnborough — Python Developer & Marketing Manager

February 2012 – March 2018

I developed the marketing strategy and generated leads across Europe, Middle East, and North Africa. I created marketing assets including online and traditional media such as copy, graphics, web development and trade show materials, and helped manage international trade shows. I created the user interface for iSat's Satellite Tracking Feed system in Python supported by the European Space Agency. I also handled physical and digital newsletter creation in Mailchimp, maintained CRM databases, managed targeted paid and organic advertisements, generated reports and maintained relationships with industry press and clients whilst working to ISO 9001:2008 standards.

I also contributed to Rolly Tasker UK Ltd as an SEO & WordPress Consultant, where I optimised their website and advised on social media strategy.

PowerStax Plc, Farnborough — Media Creation Freelancer

July 2011 – December 2011

Blue Arrow, Farnborough — Temporary Office Worker

January 2011 – June 2011

EDUCATION

London South Bank University, London — BA Honours Game Cultures (2:1)

September 2007 - November 2010

The course covered video game design and development, with a strong focus on marketing theory and practices. Key areas included sound design, media studies, vector graphics, Photoshop, animation, 3D modelling, game and level design, and an introduction to C++. The programme sharpened my research skills and improved my writing abilities whilst providing a solid foundation in both the theoretical and practical aspects of marketing.

Farnborough College of Technology, Farnborough.

September 2004 - August 2007

A levels: Business Studies, Psychology.

As levels: Sociology, Philosophy and Fine Art.

GNVQs: Information and Communication Technologies, Communication.

NVQs: First Aid, Food Hygiene, Health and Safety, Silver Service, Spectator Safety.

The Wavell School, Farnborough.

May 1999 - June 2004

Achieved eight GCSEs including English and Maths at grade C.

Work Experience: Banner design and production at Banners 2000.

creation, and live-tweeting for high-profile events, such as #TechDaysOnline, Connect(), Microsoft London Reactor tradeshow, and Future Decoded event at Microsoft UK.

Developed proficiency in Python 3 while at iSat Ltd. I was one of two developers and focused on the front-end user interface and wrote some backend code for the ESA-sponsored "iSat Satellite Tracking Feed" system, a multi-million pound project.

Contributed artwork and code to Kinetika's ImagiNation project sponsored by Hackney Carnival and London 2012 in 2010.

Developed content for an Adobe Flash game for BBC Worldwide (China) while at university in 2009.

Received a Golden Joystick Award nomination at the Baftas for the development of the game 'Bogus Bunny' in 2008.

PERSONAL STATEMENT

I love to travel and have three dogs including a Poodle, Spanish Mastiff and a Yorkie. I enjoy collaborating on creative projects. I'm an avid reader with eclectic tastes; drawn to psychology, economics, and culture. Keeping up with social media trends, tech advancements, and AI research fuels my professional growth. I love making music and videos, with over 20 songs published on Spotify and iTunes.