

# David William Beck

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## PERSONAL SUMMARY

I'm currently working at Microsoft UK in Reading.

## WORK EXPERIENCE

### **Microsoft UK**

**SOCIAL MEDIA COMMUNITY MANAGER** May 2018 – Present

- Managed Microsoft Developer and TechNet UK Twitter and Facebook accounts using Sprinklr and Opal social media tools.
- Helped to plan and attended the #TechDaysOnline 2018 event.

### **iSat Ltd (Integrated Satellite Applications Technologies)**

**PROGRAMMER AND SOCIAL MEDIA SPECIALIST** Jan 2017 – Feb 2018

- Using the Python programming language, I developed code for iSat's Tracking Feed system; backed by the European Space Agency.
- Developed Proxy & IP connection settings, status monitoring, interface, encryption, online-updates, auto-resume after powercut, GPS time.

**SOCIAL MEDIA CONSULTANT** Feb 2012-Jan 2017

- Raised the company profile and generated leads with B2B and B2C customers globally in the telecommunications and satellite technology industries through web, social and traditional marketing practices.
- Designed graphic and written copy maintaining style and tone, adjusting writing style to suit the target audience when appropriate.
- Formulated and implemented social media strategy, managed paid targeted advertisements, monitored and improved based on results.
- Wrote and promoted stories which were published in the industry media; such as in *Via Satellite* magazine, *Press dispensary* and *LinkedIn*.
- Redesigned company website, promotional material, and branding, Built new features, significantly improved SEO rankings.
- Wrote and distributed email newsletters, Maintained confidential CRM databases and sensitive data in compliance with ISO 9001:2008.
- Played a key role in company projects such as procurement, Python development, tradeshow management, tendering, assembly manuals, online pricing tools and managed Sage accounts to cover holiday.

### **Rolly Tasker Sails**

**SEO, SOCIAL MEDIA AND WEB DESIGN** Aug-Oct 2015

### **Vworker.com and other clients**

**FREELANCE VIRTUAL WORKER** 2011-2016

Freelance roles included: graphic design, web design and development, CMS, creative writing, proofreading and video editing.

### **Securitas**

**LONDON OLYMPIC SECURITY GUARD** 2012

Received steward training (*NVQ Level 2 in Spectator Safety*)

- Strong analytical, conceptual, IT and marketing skills.
- Proven design and artistic skills.
- Attention to detail.
- Adaptive and able to learn quickly.
- Finalist at the Golden Joystick Awards.

## KEY SOFTWARE

Windows, Mac & Linux Raspbian

**Adobe** - Flash, Photoshop, Premiere, Flex, Illustrator, InDesign, Dreamweaver.

**Game development** - UDK/Unreal 3, mods/maps, Hammer, Game maker, Unity.

**Microsoft** - Word, Excel, PowerPoint, Access, Publisher, Outlook.

**Web** - Social Media, CMS, Wordpress, Joomla, Webeden, MailChimp, HootSuite, Facebook development.

**Autodesk** - 3DSMAX

**3D**: ZBrush 3. Sketchup, Second Life.

**Programming** - HTML, ActionScript 2&3, Python 3, Tkinter, Kivy, CSS, XML, C++, CMD. online resources.

**Social media accounts**: LinkedIn, Twitter, Facebook, Pinterest, Instagram, Google+, Blogger and relevant industry forums.

### ***Powerstax plc***

**EXCEL FREELANCER** Nov 2011– Dec 2011, Farnborough

I created a data entry system in Access that would automatically update many other Microsoft documents based on the data entered.

### ***Blue Arrow***

**TEMPING AGENCY WORKER** Aug–Nov 2011, Farnborough

### ***Kinetika Arts Organisation***

**FREELANCE SPECIALIST** June–Oct 2010, London

Brainstormed, developed, animated & programmed game and web content to support Kinetika's 'ImagiNation' project. Projects sponsored by *London 2012* and supported by the *Hackney carnival*.

### ***BBC Worldwide (China)***

**GAME DESIGNER** Feb 2009–July 2009.

Developed Flash-based content for a language game for BBC China through the university as part of a team.

### ***Golden Joystick Awards Finalist; Sponsored by E4.***

**FREELANCE FLASH GAME DEVELOPER** 2008, London

Finalist for E4.com's Grand Master Flash at the Golden Joystick Awards 2008 – Attended the Award ceremony.

### ***Worked weekends whilst at college as a Greeter***

Feb 2005– Sep 2007, Farnborough

Customer facing store representative: Customer relations, selling & assisting the public, promoting products & offers, announcements, security & checkouts.

### ***Banners 2000 - Work Experience Internship***

**DESIGN & PRODUCTION ASSISTANT** May-June 2004

Banner& decal design, typography, Banner production, printing, CAD/CAM, manufacturing, assisting the team.

## **EDUCATION**

### ***London South Bank University***

**BA HONOURS GAME CULTURES (2:1)**

BA (Hons) Games Cultures covered both the creative and critical skills in video game design, development and analysis rooted in a cultural and media studies perspective.

**Dissertation:** 'To What Extent Can The Unwritten Rules Of Social & Massively Multiplayer Online Games Configure The Gamer?' (2010).

### ***Farnborough College of Technology***

**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, Service, L2 Spectator Safety.

**The Wavell School - Specialist Technology College:** 8 GCSE's including English and Math at grade C.

## **PRACTICAL SKILLS**

3D character modelling

3D scene and level modelling

2D & 3D game development

2D & 3D animation

Filmproduction

Game design

Storydesign

Sounddesign

Web development

Search engine optimisation

Coding

## **ACADEMIC SKILLS**

Critical analysis

Market Research

Game design theories

Narrative& ludology studies

Textual analysis

Marketing& linguistic theory

Media & Cultural studies

Proofreading.

Creative & persuasive writing

Essay writing

Presenting

Event organization & presentation

## **UNIVERSITY ACTIVITIES**

Helped organize university shows

& events, Attended BAFTA events,

attended gaming events and helped

others with their university

projects.

## **HOBBIES AND INTERESTS**

- Passionate about old & new games on PC and console
- Live Steaming on Twitch, Facebook and my YouTube channel
- Writing reviews and game analysis.
- Making and editing video's on YouTube as well as spending time on social media.
- Going to 'The Gym' Farnborough
- Reading & writing books
- Watching films with friends

## **REFERENCES**

Reference from David Harper, CEO:  
Additional references on request.