

# David William Beck | BA (Hons)

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## Professional profile

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I'm currently looking to build on my skills and secure a position related to Social Media and Marketing.

I've previously worked for Microsoft and MRM//McCann managing Microsoft UK's @TechNetUK and @MSDevUK social media communities. I've worked with a wide range of technologies and software and have up-to-date knowledge of social media platforms and best practices. I enjoy collaborating with others and working independently to help build brand loyalty and trust by delivering consistent quality. I'm conscientious and dependable and take pride in a job well done.

## Key Skills

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|---------------------------|------------------------------|-------------------------|
| ➤ Social Media Management | ➤ Copy & Content Writing     | ➤ 2D/3D Art & Animation |
| ➤ Marketing & Advertising | ➤ Web Design                 | ➤ Adobe Creative Suite  |
| ➤ Digital & Print Media   | ➤ PPC & SEO (Paid & Organic) | ➤ Microsoft Office      |
| ➤ Python 3 Programming    | ➤ Video Production           | ➤ Reporting & Analytics |
| ➤ Game Development        | ➤ Events Promotion           | ➤ Market Research       |

## Career summary

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**May 2018 – Feb 2019**                      **Microsoft UK & MRM McCann Marketing Agency.**  
**Social Media Technical Manager.**

Managed Microsoft Developer UK and TechNet UK Twitter and Facebook accounts using Sprinklr and Opal social media tools.

### *Key responsibilities*

- Created, curated & scheduled organic audience appropriate social media content.
- Built relationships with the audience, influencers, stakeholders and Microsoft Cloud Developers.
- Built and supported the community in accordance with Microsoft brand guidelines.
- Monitored the outcomes of longitudinal social media campaigns and kept colleagues abreast.
- Trained in advertising law, geopolitical awareness, GDPR, brand strategy, endorsements & privacy.
- Researched and solved the community's technical problems with colleagues.
- Generated social listening, performance analysis & research data for meetings & quarterly reports.
- Engaged in weekly stand-up meetings, bimonthly content meetings & seasonal meetings in London.
- Trained colleagues in Opal and Sprinklr, created documentation related to films & subtitles.
- Delegated tasks to colleagues such as creating artwork to support events.
- Where appropriate created artwork and animated social media assets.
- Supported Microsoft's accessibility commitments.

### *Key achievement/projects*

- Planned, created and live-tweeted content from #TechDaysOnline, Connect(), Microsoft London Reactor events and Microsoft UK's biggest yearly event, Future Decoded.
- As of the end of 2018, my posts had the highest engagement rate of anyone in the department.
- Microsoft UK's marketing team was voted the best in the world in 2018 beating Microsoft Canada.

**Jan 2017 – Feb 2018**                      **iSat LTD – Python Developer and Marketing Manager.**

*In January 2017 I began to train in Python 3.0 under the tutelage of iSat's senior engineer. I became proficient and created the user interface and some back-end code for iSat's Satellite Tracking feed system. This product enabled ground segments to utilise inclined satellites significantly lowering bandwidth costs.*

**Aug 2015 – Oct 2015**                      **Rolly Tasker Sails – SEO & WordPress Consultant.**

I helped to polish and improve the companies WordPress based website.

**Feb 2012 – Jan 2017**                      **iSat LTD – Marketing Manager.**

As the head of marketing at an SME I became very hands-on with many of the company's projects and came up with and implemented creative solutions to many obstacles the company faced.

*Key responsibilities*

- Managed all marketing activities, developed and implemented marketing strategy.
- Raised the company profile & generated leads with B2B and B2C customers globally.
- Managed Instagram, Twitter, LinkedIn, Facebook, Pinterest, Blogger, YouTube & Google.
- Created digital & traditional media, maintained product sheets, banners & brochures.
- Created newsletters, maintained encrypted CRM databases, worked to ISO 9001:2008 standards.
- Created targeted PPC & organic content, monitored and created reports.
- Maintained relationships with the industry press, created press packs for the industry media.
- Redesigned & maintained company website and branding; created visual & written content.
- Significantly improved SEO rankings, organic and paid search results. Produced regular reports.
- Assisted with tenders, procurement, events management, research and external printing services.

**July 2012 – Aug 2012**                      **Securitas – London Olympic Security Guard.**

**Jan 2011 – Jan 2012**                      **freelancer.com – Online Freelance worker.**

**July 2011 – Dec 2011**                      **PowerStax Plc – Excel Freelancer.**

**Jan 2010 – June 2010**                      **Blue Arrow – Office Temp Worker.**

**June 2010 – Oct 2010**    **Kinetika Arts Organisation – Freelance Specialist.**

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.

**Feb 2009 – July 2009**                      **BBC Worldwide (China) – Game Developer.**

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

**April 2008 – Nov 2008**                      **Golden Joystick Awards Finalist; Sponsored by E4. Flash Game Developer.**

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

**Feb 2005 – July 2007**                      **Worked weekends whilst at college.**

**May 2004 – June 2004**                      **Banners 2000 work experience – design & production intern.**

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

## Education and qualifications

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***London South Bank University***

**BA Honours Game Cultures (2:1)**

Covered critical and practical video game design & development, marketing & advertising, media studies and cultural studies.

**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, Silver Service, NVQ Level 2 in Spectator Safety.

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

## References available on request

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