

Professional profile

I'm currently looking for a full-time role to build on my previous experience and secure a position related to Digital Media and Marketing.

I have previously worked for Microsoft through the MRM//McCann agency 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. Please note: I don't drive so will need to be able to commute from Farnborough.

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 |
| ➤ Google & Bing Keywords | ➤ Agency Experience | ➤ Graphic Design |

Career summary

Nov 2019 – Feb 2020

**Arrow Precision, Powerball Limited & Camouflage Paintball.
Graphics and Website designer.**

Managed Google Ads account, managed 18K marketing budget, Reduced CPC by 40%, created graphic content using Illustrator & Photoshop, optimised and updated websites, SEO, manage social media accounts & campaigns, photography.

May 2018 – Mar 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. Assisted colleagues with paid and organic channels such as Microsoft Surface UK.

- Created, curated & scheduled organic audience appropriate digital marketing campaigns.
- Built relationships with the audience, influencers, stakeholders and Microsoft Cloud Developers.
- Monitored social media campaigns, social listening, performance analysis & research for reports.
- Trained in advertising law, geopolitical awareness, GDPR, brand strategy, endorsements & privacy.
- Researched and solved the community's technical problems with colleagues.
- 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 & stayed updated with trends and best practice.

Key achievement/projects

- Planned, created and live-tweeted content for #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.

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.

- 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 email newsletters, maintained CRM databases, worked to ISO 9001:2008 standards.
- Created targeted PPC & organic content, monitored keywords and phrases, 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.

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

Assisted the development of the companies WordPress website, improving performance & search rankings.

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

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

Developed freelance marketing media and worked on a range of other projects.

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

Created a data entry system that would automatically populate other forms.

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 **Bafta 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

London South Bank University

BA Honours Game Cultures (2:1) Graduated 2010

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
