

Hello

I'm Cassandra Essex

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https://cassessex.github.io/Portfolio/

I am a junior front end web developer with a background in design and account management.

I have always been a creative person and up until now it has been just a hobby, I now want to change this hobby into a full-time career. During my recent studies I have found my real passion in using CSS and HTML and this is where I ideally want to focus my career path.

My previous work experience in media has given me the experience to understand client needs and the ability to respond to briefs. I feel these skills will go hand in hand with my future roles in web development.

SKILLS & TOOLS

Project Management

Able to multi-task to ensure all deadlines are met

Strong attention to detail

Build and maintain relationships with clients and external partners

Training staff in both groups and one to one sessions

Data analysis to derive key insights for clients campaigns

Manage media campaigns

Rate negotiation

HTML
CSS
JAVA SCRIPT
RUBY
RAILS
INDESIGN
ILLUSTRATOR
PHOTOSHOP
EXCEL
POWER POINT
WORD
BMD

EXPERIENCE

Web Development Student - General Assembly

Oct 2017 - Jan 2018

Projects completed

Project 01 - Artists, Artwork and Galleries database
Created in Ruby on Rails, CSS/SCSS & HTML

Project 02 - Retro Gaming
Created in Phaser, Javascript, Ruby on Rails, CSS/SCSS & HTML

Project 03 - CSS City (Sydney Harbour landscapes)
Created in CSS/SCSS and HTML

Account Executive – National Breast Cancer Foundation

Jan 2017– Oct 2017

Build and maintain relationships with clients and media partners

Account Manager – Mediaocean (formerly BCC Adsystems)

Jun 2012 – Dec 2016

Training media agency staff in both groups and one to one sessions on all modules of BMD.
Assisting in the development and testing of enhancements to the software.

Client Service Manager – Faulkner Media

Sept 2011 – Jun 2012
Analysis of data to derive key insights to help clients improve their media performance.

Media Account Manager & Radio Trader – OMD

Sept 2006– Feb 2011

Clients: Telstra & Beiersdorf
Manage media campaigns from client briefing to post reporting. Negotiation of radio advertising rates across all metro and regional radio networks

EDUCATION

Web Development

General Assembly
October 2017 - January 2018

One day - Design Thinking Workshop

General Assembly
December 2017

Graphic Design

CATC Design School - Sydney
Part time 2012 - 2015

Graphic Design Portfolio

Enmore Design Centre
Short Course - 36 hours (completed 2012)

Tafe Plus, Interior Decorating Fundamentals

Enmore Design Centre)
Short Course 200 Hours (Completed July 2004)

Courses completed at OMD
Client Management, Senior Negotiations, Developing & Managing others Fundamentals, Presenting with confidence, Creative Thinking, Writing Skills, Persuasive Presentations

REFEREES

Joel Turnbull
Web Development Teacher
General Assembly

Enrico Soldani
Client Services Director
Mediaocean

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