**SOPHIA RUMPUS**

WEB DEVELOPER

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PROFILE

**WHAT I’M LOOKING FOR**

Seeking a change of career path after a strong background of marketing campaign and project management to pursue a career as a web developer. I am undertaking further education in a Level 5 Diploma in Full Stack Software Development involving both the design and development of websites.

**WHAT I DO**

**Website Design**

Fascinated with the relationship between design and user behaviour, I map and create striking content for web users driving them to make meaningful interactions with the power of design.

**Website Development**

Using HTML, CSS and JavaScript to create intuitive front-end projects and SQL, Django and Python for back-end projects combining effective design and functionality.

**User Experience UX**

Using a natural skill for compartmentalising and breaking down large projects to reach client goals, I can decipher and map the simplest possible user journey to achieve the very best outcome for both client and end users.

**WHY HIRE ME?**

**Marketing Insight**

A history of marketing campaign and project management has equipped me with a broad insight into end-user behaviour in a variety of industries.

**Analytical Skills**

A natural ability for analysis, I have experience in analysing SEO tags, keywords, messaging and images on various analytics sites to better understand how these factors influence customer action. I use this data to adapt and improve projects.

WORK EXPERIENCE

**MARKETING ASSISTANT (TEMPORARY)**

**Sony Europe**

**Basingstoke**

**December 2019 – April 2020**

**Project Management**

Project management for marketing campaigns within the Theatre, Corporate and Education sector at Sony Europe. This included creating briefs and managing marketing projects such as the editing and delivery of the Sony Corporate and Education Range Guide and advertising campaigns.

**Website Design**

I briefed and created a wireframe for the redesign of an area of the Sony Channel Partner Portal adhering to Sony branding guidelines and assisting the digital team on implementation.

**Business Events**

I attended the Integrated Systems Europe (ISE) Trade Show in Amsterdam where I was the first point of contact on the Sony stand for client meetings and enquiries.

**Case Studies**

I conducted a case study interview with a leading university to outline details of their installation with our range of products for Corporate and Education.

**MARKETING CAMPAIGN MANAGER**

**Oxford University Press**

**Oxford**

**April 2019 – October 2019**

**Marketing Planning and Reporting**

Planning and management of marketing campaigns for Oxford Education brand *Project X* working with the Editorial, Publishing and Sales Teams to identify quarterly marketing priorities in response to market feedback to drive direct sales and create Marketing Qualified Leads for the Oxford Education Sales Reps.

**Website Design**

Redesigned the website pages for *Project X* for a clearer and simpler customer journey which demonstrated an increase of visits to the *Project X* page.

**Content Creation**

I managed the projects for, and created content for marketing campaigns including directing a case study film for *Project X Hero Academy* receiving over 500 YouTube views to date and an activity pack which led to the acquisition of over 100 new Marketing Qualified Leads.

**CRM**

Assisted with testing, monitoring and rolling out new CRM data system functionality to the Oxford Education Marketing Division which led to capturing over 100 new Marketing Qualified Leads including a follow-up email campaign deployed by CRM system Spirit V8.

**MARKETING CAMPAIGN COORDINATOR**

**Oxford University Press**

**Oxford**

**October 2017 – April 2019**

**Project Management**

Project management for marketing campaigns associated with two Oxford Education brands, *Read Write Inc.* and *Project X* which involved the management of third parties, freelancers, external agencies and their contracts.

**Content Creation**

Building, copywriting and creating images for emails, the Oxford Education website and social media.

**Data and Analytics**

The configuration and monitoring of paid advertising on social media and Google, adjusting messaging and keywords to improve reach. I was awarded professional and expert status by the Oxford Education Marketing Division and appointed on to the *Reporting Taskforce* working with the Customer Insight Manager to help improve digital marketing channels for Oxford Education.

**Chaired Groups**

Chaired the Marketing Administrator and Coordinator Group to ensure fluent and consistent communication cross-department.

EDUCATION

**A LEVEL 5 DIPLOMA**

FULL STACK SOFTWARE DEVELOPMENT

The Code Institute

**Achievements**

TBA November 2020.

**A BACHELOR OF ARTS HONOURS DEGREE**

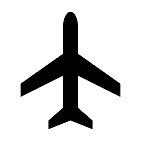
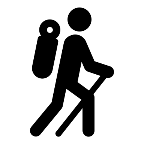
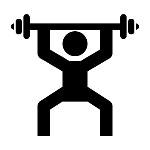
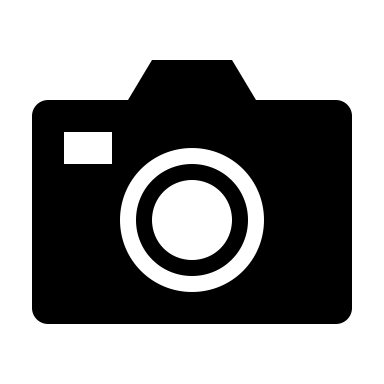
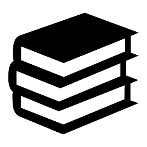
CLASSICAL LITERATURE AND CIVILISATION WITH PHILOSOPHY

University of Birmingham

**Achievements**

2:1 December 2017.

Chair of the University of Birmingham Philosophy Society where I increased membership by 34% in total by end of committee year compared to previous year.

HOBBIES