**Sophia Rumpus**

Junior Web Developer

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Profile

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

Professional Skills

**Website Development**

* Front end languages HTML, CSS, JavaScript
* SQL and Python
* Website design
* Website development
* UX

**Marketing**

* Marketing campaign management
* Planning, budgeting and reporting
* SEO
* Google analytics
* Google adverts, social media advertising
* Email design and deployment
* Copywriting

Experience

**Marketing Assistant, Sony Europe (Temporary)**

**December 2019 – April 2020**

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, advertising campaigns, conducting case study interviews with leading universities and attending international events such as the Integrated Systems Europe Trade Show in Amsterdam.

**Marketing Campaign Manager, Oxford University Press**

**April 2019 – October 2019**

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

**Achievements**

* Directed a case study film for *Project X Hero Academy* receiving over 400 YouTube views
* Assisted with testing, monitoring and rolling out new CRM data system functionality to the Oxford Education Marketing Division and captured over 100 new Marketing Qualified Leads

**Marketing Campaign Coordinator, Oxford University Press**

**October 2017-April 2019**

Project management for marketing campaigns associated with two Oxford Education brands, *Read Write Inc.* and *Project X* involving the creation and deployment of emails from CRM system Spirit V8; the management of third parties, freelancers and external design agencies and their contracts; creating original marketing copy for the Oxford Education website, email and social media channels; and configuring and monitoring of paid advertising on social media and Google.

**Achievements**

* Awarded professional and expert status by the Oxford Education Marketing Division
* Appointed on to the *Reporting Taskforce* project working with the Customer Insight Manager to help improve digital marketing channels for Oxford Education Marketing
* Chaired the Marketing Administrator and Coordinator group to ensure fluent and consistent communication cross-department

Education

**The Code Institute**

**November 2019 – November 2020**

* Level 5 Diploma in Full Stack Software Development

**Achievements**

* Coding in HTML, CSS, JavaScript, SQL, Python

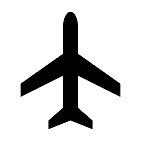
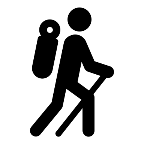
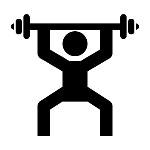
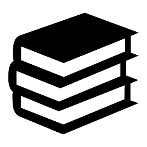
**University of Birmingham**

**September 2014 – June 2017**

* 2:1 BA (Hons) Classical Literature and Civilisation with Philosophy
* Chair of the University of Birmingham Philosophy Society

**Achievements**

* Increased membership by 34% in total by end of committee year compared to previous year

Hobbies