

## Helena Agustsson

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I am a CRO Developer with strong skills in web development, design, and digital communications.

- Web development: JavaScript, ES6, jQuery, HTML, CSS, Bootstrap, Git.
- Web design: UX research, useability and accessibility standards, responsive design.
- Digital communications: Content Management (WordPress, Drupal), UX, graphic design (Photoshop), social media, copywriting and editing.
- Languages: English (native speaker), Norwegian (native speaker), French (intermediate)

### CAREER HISTORY

APR 2022 – FEB 2023

Frontend Developer / Conversion, Remote

At Conversion I developed A/B tests with JavaScript (ES6), HTML and CSS, using REST APIs for dynamic content where needed, deploying the tests using Qubit, Optimizely and Kameleoon.

APR 2021 – MARCH 2022

Digital Officer / Twins Trust, Remote

In my role as Digital Officer, I used my skills in coding and content editing to improve the user experience, accessibility and SEO of the charity website, by editing and organising content, creating landing pages, making on-page SEO improvements and editing code for accessibility. I also created graphics for social media.

AUG 2020 – JUN 2021

Studying Computer Science at the Norwegian University of Science and Technology

Since August 2020 I have been studying online at NTNU, developing skills in programming (JavaScript, React), web technology (HTML, CSS, Bootstrap, GIT), digital collaboration, teamwork, databases (SQL), UX and useability, development methodologies, prototyping and testing.

JULY 2018 – JULY 2020

Career break - In July 2018 I took a career break to travel and visit family which became extended because of bereavement/caring responsibilities and then due to the pandemic.

OCT 2017 – JUN 2018

Conversion Specialist / HSBC, London

As Conversion Specialist I designed and built AB tests using JavaScript, jQuery, HTML and CSS, adapting experiences across multiple browsers and devices, further developing my technical skills. I also analysed data and added custom tracking in JS. I worked as part of a team and helped my colleagues with coding, as well as sharing ideas and knowledge to achieve group targets.

FEB 2016 – OCT 2017

Global Conversion Specialist / TUI Marine (now Travelopia), London

Developed an AB testing programme and roadmap, transforming UX designs into live tests using JavaScript, jQuery, HTML and CSS. Identified pain points using data analysis with GA and generated ideas for tests to address these. Co-ordinated online campaigns across global markets.

JUL 2014 – FEB 2016

Web and Digital Officer / Princess Alice Hospice, London

Developed front-end development skills by creating landing pages, and other digital projects. Played a key role in implementing a new intranet by completing extensive user testing and workshops to gather requirements. Created leaflets, packs and posters in InDesign and infographics in Illustrator and Photoshop.

JAN 2014 – JUL 2014, PART-TIME

Communications Assistant / National Literacy Trust, London

Produced web copy, press releases, newsletter, and social media content, and assisted in planning campaigns.

JUN 2013 – JAN 2014

Web & Office Administrator / British Venture Capital Association, London

User Acceptance Testing, CRM support and various admin tasks.

FEB 2013 – MAY 2013

Communications Intern / Barnardo's, London

3-month internship covering copywriting, policy research, data analysis and digital campaigning.

## EDUCATION

AUG 2020 – JUN 2021

Computer Sciences Modules / Norwegian University of Science and Technology

Fundamental Programming (B), Object-oriented Programming (A), Web technology and teamwork(A), Quality and Testing of Software (B), Introduction to IT and Databases (B), Computer-Supported Cooperative Work (Pass)

OCT 2011 – SEPT 2012

MSc Management, Distinction / Loughborough University

Developed skills in analysis and independent research. Specialist areas: Accounting, Economics, Marketing and Business Analysis.

OCT 2008 - JUN 2011

BA Human Rights with French, First class Honours / Kingston University

Developed skills in independent study and communication. Specialist areas: Political Economy, Political Philosophy, Development Economics and French.