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Helena Fawn Agustsson

CRO developer with strong skills in front end web development, data analysis and design.

Skills

- Front-end web development: JavaScript, jQuery, HTML, CSS, Bootstrap, Git, PHP
 - Conversion Optimisation
 - Digital marketing
 - UX research and design
 - Content management
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Career History

OCT 2017 – JUN 2018

Conversion Specialist / HSBC, London

As Conversion Specialist I focused on building AB tests using JavaScript, jQuery, HTML and CSS and 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 often helped my colleagues with coding, as well as sharing ideas and knowledge to achieve group targets.

FEB 2016 – OCT 2017

Global Conversion Specialist / TUI, 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. Developed object-oriented programming skills by developing tests such as a destination finder and advent calendar.

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 / Barnardos, London

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

Education

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.

Further studies

Since August 2020 I have been enrolled at the Norwegian University of Science and Technology (NTNU) as a distance student, taking modules in Computer Science.

- Web technology and teamwork (A)
 - Foundational Programming
 - Information Technology and Databases
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Languages & other interests

- English: native speaker
- Norwegian: native speaker
- French: higher intermediate

Online courses:

- The Medieval Icelandic Sagas / University of Iceland, via EdX
- Become a WordPress Developer, via Udemy