

# JOSHUA PRESTAGE

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Eager and dedicated web design/marketing enthusiast, currently enrolled in a 16-week Front-End Development Skills Bootcamp (<https://skillsforlife.edx.org>) coming to an end on 26<sup>th</sup> Jan 2024. Aspiring to contribute to a vibrant design/marketing company, where I can nurture my skills, learn, and work alongside a motivated and innovative team.

- An extremely fast, tech-savvy learner, who thrives in challenging environments where he can push boundaries and consistently develop new skills.
- Ability to prioritise workload with great attention to detail to produce the highest standards.
- Gains great satisfaction from helping clients and others achieve their desired outcomes.
- Unique ability to help others see situations from a new, clear, and positive perspective.
- Self-motivated and highly optimistic individual who is always looking to inspire those around him and encourage others to be the best possible version of themselves.

## SKILLS

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HTML5 | JavaScript | CSS | WordPress CMS | Elementor Pro | Shopify | Good Understanding of E-commerce | Meta Ads Manager | Excellent Organisational Skills | Keen Problem Solver | Attention to Detail

## CODING PROJECTS

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**Project Name:** Tasteful Twist

**Repo:** [Link](#) | **Deployed:** [Link](#) | **Role in Project:** Designed and implemented responsive UI using HTML, CSS, and Bootstrap 5.

- Tasteful Twist enables users to effortlessly explore diverse global cuisines, offering a curated collection of recipes.
- The project integrates data from multiple server-side API requests, providing users with a platform to discover and save recipes. My responsibilities included implementing Bootstrap for styling, ensuring interactivity, and adhering to best practices for a polished UI.
- **Tools/Languages:** Front-end development utilised HTML, CSS, Bootstrap 5, and JavaScript. APIs integrated include EmailJS, FoodWithImagesAPI, and NutritionAPI. Additional tools encompassed Font Awesome for icons and Bootstrap for enhanced styling.

**Project Name:** Bootstrap Portfolio

**Repo:** [Link](#) | **Deployed:** [Link](#) | **Role in Project:** Solo Developer

- The Bootstrap Portfolio project showcases my skills as a front-end web developer through a responsive and visually appealing portfolio layout built using the Bootstrap CSS Framework.
- As the solo developer, I successfully implemented the Bootstrap framework to construct a feature-rich portfolio. This involved creating sections like a navigation bar, hero section, projects display, skills list, and about/contact details, ensuring a responsive design for optimal viewing across different devices.
- **Tools/Languages:** Front-end development involved HTML, CSS, and the Bootstrap CSS Framework.

## CAREER HISTORY

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### Freelance Digital Marketing & Web Developer

**May 2018 – Present**

Personal Website: [Link](#)

Website Portfolio: [Link](#)

In this role, I juggled full-time employment (8-5) while dedicating evenings and weekends to self-employment in web design and marketing. I immersed myself in self-learning, studying 'Way of the Wolf: Straight Line Selling' and 'Consulting-Accelerator' by Sam Owens, along with many other online dropshipping courses and YouTube tutorials to enhance my web design and marketing skills.

#### Key Responsibilities and Skills:

- **Digital Advertising:** Created, ran, and optimised ads on platforms like Facebook Business Manager and Google Ads.
- **Web Development:** Proficient in creating visually appealing and conversion-focused websites using Elementor Pro and relevant plugins.
- **CRM Management:** Organised and tracked prospects, leads, and clients using CRM software, showcasing strong organisational and customer relationship management skills.
- **Copywriting:** Crafted persuasive content for websites, product descriptions, and social media ads to drive conversions and engagement.
- **UTM Codes and Pixels:** Embedded the Facebook pixel and implemented UTM codes for precise conversion tracking from Facebook advertising.
- **Effective Time Management:** Proficiently managed time and tasks to meet daily, weekly, and monthly goals, ensuring efficiency and productivity, while holding a full-time job from 8-5.
- **Goal-Oriented Approach:** Demonstrated success in setting and working towards goals, consistently achieving targets and milestones.
- **Strategic Prospecting:** Conducted thorough analysis of businesses' social platforms, websites, and customer reviews to assess their suitability for services, showcasing strong research and analytical skills.
- **Client Relationship Building:** Booked and conducted discovery calls, adeptly understanding prospects' current situations, pain points, desires, and future goals. Successfully presented services as a solution to bridge gaps in their businesses.

### Skilled Labourer

**June 2021 to September 2023**

Alderley Edge Building Company

Here I played an essential role in executing large-scale home renovation and extension projects within Alderley Edge and surrounding areas. This often involved working in large multimillion-pound residences. My contributions encompassed various aspects of construction, renovation, and support across multiple trades and disciplines.

#### Key Responsibilities and Skills:

- **Attention to Detail:** Demonstrated exceptional attention to detail, ensuring precision in every task, translating this meticulous approach to a variety of responsibilities.
- **Professional Demeanour:** Conducted myself professionally and respectfully while working alongside high-profile clients, showcasing an ability to represent effectively in diverse professional contexts.
- **Adaptability:** Thrived in dynamic work environments, collaborating efficiently within multiple trade teams or working independently, bringing flexibility and efficiency to various work settings.
- **Health and Safety:** Possessed a strong understanding of Health and Safety protocols, ensuring a safe work environment, prioritising safety and well-being in different professional scenarios.
- **Logistics and Material Handling:** Coordinated deliveries, maintained systematic material storage, proficiently operated the flatbed tipper truck, collected, and delivered materials from building merchants, and executed site clearances ensuring organisation across multiple sites.

## EDUCATIONAL SKILLS AND EXPERIENCE

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### Civil Engineering with Foundation Year Degree

September 2014 – June 2019

University of Salford

As the team leader overseeing two 7-month-long projects, I played a pivotal role in the development of comprehensive design documents for two distinct large-scale structural projects. Throughout each semester, our team faced the challenge of meeting new milestones related to the five core degree modules. In addition to these responsibilities, I also took on various university duties that enriched my skillset and contributed to the successful completion of these projects.

#### Leadership and Organisation:

- Organised regular group meetings to review and assess our progress.
- Effectively identified and leveraged team member strengths and weaknesses, ensuring efficient workload allocation.
- Maintained proactive follow-ups with team members to ensure timely completion of delegated tasks.
- Created weekly Minute Reports to meticulously track workloads and document and delegate upcoming milestones.

#### Communication and Presentation:

- Prepared informative PowerPoints and delivered presentations to groups of 70+ individuals, both in team settings and individually.
- Collaborated with my team to strategise problem-solving, share innovative ideas, and overcome challenges.

#### Research and Analysis:

- Conducted in-depth research, drawing from library resources, academic journals, and credible online references to explore highly technical subjects, and then presented detailed reports on my findings.
- Analysed and evaluated data obtained from regular practical experiments.
- Managed multiple group and individual projects/reports concurrently, all while adhering to strict deadlines.
- Strived to meet weekly and monthly targets, ensuring the delivery of high-quality work by both myself and my team members.

#### Adaptability and Learning:

- Continuously acquired new software skills and produced comprehensive reports based on the extracted data.
- Analysed complex sourced data and effectively conveyed experimental findings in a clear and concise manner.

## EDUCATION AND QUALIFICATIONS

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**Front-End Web Development:** HTML, CSS, JavaScript, Git, Github, JavaScript framework, APIs, React.js.

Department for Education / Skills for Life: September 2023 to January 2024

**BEng Civil Engineering** | Foundation - 84%, First Year - 72%, Second Year - 70%, Third Year 50% | 2:2 Overall

University of Salford: September 2015 to May 2019

**Access to HE Diploma (Science)** - QAA recognised qualification (45 UCAS credits) 24 credits at Distinction - 18 credits at Merit - 3 credits at Pass in Physics, Chemistry, Biology, Psychology

Macclesfield College: September 2014 to June 2015

**C Grade at GCSE Level** in Mathematics & English

Macclesfield College: September 2014 to June 2015

**OCNWMR Level 2 Certificate in Skills for Future Study (QCF)** in English, Maths, Science, ICT, Study Skills

Macclesfield College: September 2013 to June 2014

## HOBBIES AND INTERESTS

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I am passionate about maintaining a healthy lifestyle, and I have dedicated many years to training at my local gym. This pursuit allows me to set and achieve personal fitness goals regularly while also motivating and inspiring others on their fitness journeys. Additionally, I am a firm advocate for self-development and continuous learning. To this end, I engage in daily reading and frequently listen to audiobooks to expand my knowledge and stay updated on various subjects.

## EDUCATIONAL AND PROFESSIONAL JOURNEY – *(For Those Interested)*

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***For a dash of uniqueness, here's what I wanted to share:***

My journey into civil engineering at age 21 marked a turning point in my life. With a limited educational background and challenges in understanding complex technology, I was determined to better my circumstances. Over seven years, including college, GCSE resits, and university, I dedicated myself to self-improvement. This transformative journey extended beyond academic achievements, encompassing the development of social, communication, interpersonal, and technical skills.

During university, I gained proficiency in using highly technical software and machinery employed for a wide range of applications, some of which included conducting laboratory earthquake simulations on scaled multi-story structures. I routinely analysed data from various sources to inform decision-making and drive solutions followed by the compilation of comprehensive and informative report write-ups detailing my findings. This experience allowed me to develop a strong foundation in data analysis and problem-solving, skills that are highly applicable in the field of web design and marketing. Furthermore, I adeptly utilised digital design software, including AutoCAD and SketchUp, to create visual representations of design plans, igniting my passion for digital design technology.

As my second year of university drew to a close, I ventured into online income-generating opportunities. It was during this period that my true passion emerged in fields like e-commerce, digital marketing, and web design. This newfound passion prompted a pivotal decision – rejecting a graduate position in civil engineering upon graduation. Instead, I embraced an entrepreneurial journey, driven by unwavering enthusiasm for digital marketing and design where I dedicated extensive hours, often working over 15 hours a day to hone my skills and generate income. During periods of slower progress, I adopted a flexible approach to increase my income while also advancing my freelancing work. This involved balancing full-time onsite labouring with freelance digital marketing and web design tasks in the evenings after my 8-5 employment.

Despite the challenges, entrepreneurship allowed me to pursue my passion instead of settling for a less exciting path in civil engineering. Leveraging these experiences, I am enthusiastic about progressing my career in web design and marketing. To prepare for this transition, I have proactively enrolled in a Front-End Development Skills Bootcamp positioning myself for success in a tight-knit and passionate web design and marketing team.

In essence, my unconventional journey has not only fine-tuned my diverse skill set but has also ignited a deep and persistent commitment to excelling in this industry, making me an ideal candidate ready to conquer any challenge in this dynamic field.

## EXTENDED CV

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Labouring/Warehouse/Window Cleaning/ Delivery Driver

**September 2010 – June 2019**

For full CV, please visit: <https://profile.indeed.com/p/joshp-9bmzwxl>