Curriculum vitae

Personal details

👤 Karl Dixon

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📞 07870401094

🏠 Bristol

Skills

GA4 ●●●●○

SEO ●●●○○

Excel ●●●○○

Python ●●●○○

Visual Basic ●●●○○

HTML ●●○○○

Javascript ●○○○○

CSS ●○○○○

Languages

English ●●●●●

German ●●○○○

Hobbies

▪ Rock Climbing

▪ Running

▪ Football

Education

Sep 2015 - Jul 2019

BA (HONS) Business and Management
University of the West of England, Bristol
Graduated with a Second Class, Upper division (2/1)

Aug 2017 - Jul 2018

Study Year Abroad
Bowling Green State University, Ohio, USA
Overall GPA: 3.0 - (Equivalent of a 2/1)
Joined Alpha Sigma Phi fraternity

Recent Employment

Oct 2022 - Oct 2023

Digital Marketing Analyst
Small Parts Dept, Bristol
- Understanding of HTML for tracking implemented changes.
- Writing and maintaining Visual Basic scripts within Excel for analytical reports
- Developed data-driven visually attractive marketing reports for clients within Looker with interactivity, filters and stylised with the clients branding guidelines
- Planned and implemented the GA4 switchover for clients' accounts, reports & offered training, support, and expertise to the SPD team & clients.
- Worked with organic and paid SEO, focusing on data to identify pages to improve, website and ad weaknesses and strengths.

Nov 2021 - Nov 2022

Head Coach & Manager
PENTA 1860 esports, Berlin, Germany
- Provided in-house mentoring and coaching
- Implementing processes to direct players for improvement of their performance
- VOD review, practice direction and analysis
- PENTA faced insolvency in the latter months, despite this I continued to lead our staff and players through this period of uncertainty to fulfil our league commitments and maintain our sporting integrity

Certificates

Oct 2023

Udemy Python Bootcamp
Developed Python skills to an intermediate level

References

References available upon request.