

Oliver Kyte

Web Developer - Le Wagon Graduate

Personable, friendly and aspiring to strengthen my web development skillset.

✉ oli@hadleykyte.com

📞 07772351825

📍 London, United Kingdom

🌐 [linkedin.com/in/oliver-kyte](https://www.linkedin.com/in/oliver-kyte)

🐙 github.com/Kyte0

SKILLS

Ruby

Rails

HTML

Bootstrap

CSS

SEO Marketing

SQL

Git & Github

Javascript

MS Excel & Google Sheets

EDUCATION

Web Development Bootcamp

Le Wagon - London

04/2021 - 06/2021

Over 9-week Bootcamp I've been taught to:

- 9-week full-time intensive coding bootcamp learning **HTML, CSS, Bootstrap, JavaScript ES6, SQL, git, GitHub, Heroku** and **Ruby on Rails**. Designed, implemented and shipped to production a clone of AirBnB and a Rails prototype of <http://www.pocoapoco.uk>.

WEB PORTFOLIO

<http://www.pocoapoco.uk>

- Poco a Poco - A Booking Platform for Music Lessons.
- The website was devised to keep its users engaged by providing a convenient homework assignment system.
- The application was prototyped on **Figma**, built with **Ruby on Rails, HTML, CSS, Javascript** and **ActiveRecord** while working and leading a team on **Github**.

<https://scare-bnb.herokuapp.com/>

- Our team also produced our booking system in the style of Airbnb.
- This was made with **Ruby on Rails, HTML, CSS & ActiveRecord** while collaborating with my team on **Github**.

WORK EXPERIENCE

Freelance SEO Consultant

KyteSEO

07/2020 - 06/2021

Consulted with SMEs on their SEO strategy.

Achievements/Tasks

- Built long term relationships with 5 clients, with my longest-standing client experiencing an increase of 632% in their organic traffic.
- Offered Digital PR, Content Creation & Technical assistance to my clients.
- Trained, organised and collaborated with a team of 3 freelance PRs and 1 Copywriter to ensure the clients' needs were met.

SEO Executive

TGI Fridays UK

03/2020 - 07/2020

Achievements/Tasks

- Oversaw the launch of the Click & Collect service; assisting the creation of the bespoke landing page.
- Organised the 86 restaurant location profiles on Google. This was crucial for customer communications during the first Lockdown due to the changes caused to the company structure.
- Collaborated with the PR team on campaigns and acquired high-quality backlinks & PR via these campaigns.

Contact: Jack Simpson - Jack.simpson@tgifridays.co.uk

Luton

WORK EXPERIENCE

Junior SEO Executive - Promoted to SEO Executive Distinctly

09/2018 - 03/2020

Rickmansworth

Search Marketing firm that specialises in SEO, PPC and Digital PR.

Achievements/Tasks

- Responsible for developing 'keyword research' documents for new/pre-existing clients and forming their keyword strategy.
- Gained an interest in machine learning and python to automate keyword research.
- Responsible for 'on-page' optimisation, tweaking the HTML of pages where suitable.
- Restructured all processes involving Google Sheets; particularly including the client reporting process.
- As a Junior Executive, I coordinated link building campaigns, with constant communication to the Digital PR & Copywriting teams.

Contact: Tom Shurville - Tom@distinctly.co

EDUCATION

Accelerated BA (Hons) Business Management (09/2016 - 08/2018)

University of Kent | Pearson Business School

- Achieved first class honours over just two years.
- Interviewed the Commercial Director of Watford FC for my dissertation.
- Presented my thesis at the Oslo ICSESM 2019: International Conference on Sport Economics and Sport Management.