

Aaron Lapworth | Junior Web Developer

Location: St Albans

Github: <https://github.com/LapworthAaron>

Website: <https://lapworthaaron.github.io/Portfolio/>

Personal Profile

With the goal of making a career switch into Web development, I am about to complete a Frontend web development bootcamp, currently tracking at a grade of 100% for all modules. This career change will build on my existing data and tech experience, and reconnect with my HND and Degree focus.

Significant experience in tech environments, with a cross-functional background covering IT, account management and software support. Working in Data Analytics for the last 9 years, covering Data Analytics, Visualisation and Data Engineering.

A great addition to any team, I would provide value quickly through my strengths of people development, my learning agility and problem solving and the depth of my business and technical experience.

Skills

Web:	HTML, CSS, Javascript, ES6, Bootstrap, jQuery, moment.js, React, Node.js, Git, APIs, TDD, BDD, Agile
Analytical Languages:	SQL and Python
Tech:	Tableau, DBT, AWS, MS Suite, G Suite
Strengths Finder:	Adaptability, Empathy, Strategic, Includer and Communication

Employment

November 2022 - March 2023

Edx.org (Trilogy Education Services), Online

Front End Development Bootcamp

Skills attained: HTML, CSS, JavaScript, Git, Github, React, ES6, Node.js, moment.js, Bootstrap, APIs, jQuery, AJAX, UX, JSON, Agile, Test-driven development, Behaviour-driven development and Deployment

Projects:

- Readme Generator - https://github.com/LapworthAaron/readme_generator
- Football Stats (Group) - https://lapworthaaron.github.io/Football_stats/
- Weather API site - https://lapworthaaron.github.io/weather_dashboard/
- Daily Planner - https://lapworthaaron.github.io/daily_planner/
- JS Quiz - https://lapworthaaron.github.io/js_quiz/
- Memory Tile - https://lapworthaaron.github.io/memory_game/
- Puzzle Game - https://lapworthaaron.github.io/puzzle_generator/
- Colour Picker - https://lapworthaaron.github.io/proj_Colour_randomiser/
- Bootstrap portfolio - https://lapworthaaron.github.io/bootstrap_portfolio_week3_challenge/
- Coded Portfolio - https://lapworthaaron.github.io/coded_portfolio_week2_challenge/
- CSS Cheatsheet - https://lapworthaaron.github.io/css_cheatsheet/

February 2020 – November 2022 RVU(Uswitch) – Senior Insight Analyst

- Covering Accounts and CRM, building up new reports to understand value of email capture, unsubscriptions from emails and monthly reporting
- Data discovery on unused and not understood data in the organisation
- Insight projects to under/over performance and opportunity gaps in email programmes
- Regular presentation of insight work to all levels of the company(inc. CEO)
- Analysis of email and on-site A/B tests
- Managed a team of 2 analysts

November 2017 – February 2020 Starcount – Senior Insight Analyst

- Working closely with M&S on their CRM program for Sparks, helping manage stakeholder relationships and schedule work
- Mentoring junior members in analysis and insight delivery, QA work before delivery

- Built an offer engine that takes a feed of available offers and allocates the offers in a personalised manner to ~3.5m customers, driving £19m incremental revenue a year
- Used “Rolling Ball” methodology to build basket missions for M&S Food, used in building offers, a customer segmentation and substitutability of products
- Calendar Events analysis to identify important products for each calendar event and identify customers shopping these events

July 2017 – October 2017

The AA – Customer Insight and Analytics Manager

- Working closely with senior management in Group Marketing and Commercial to action understanding of under performing areas
- Optimising and evaluating CRM activities

August 2016 – April 2017

dunnhumby – Senior Insight Analyst – Screwfix

- Sole implant in Screwfix offices for fixed term, to establish a new engagement.
- Driving relationships, managing stakeholders and understanding opportunities, leading to a longer-term contract
- Re-scoped, redesigned and built their full suite of reporting in Tableau and Amazon Redshift, then automated in Redpoint Data Manager
- Evaluating their Communications process from beginning to end, recommending improvements and implementing an automated Comms evaluation report
- Creation of technical documentation and user guides for all work completed

Oct 2015 – July 2017

dunnhumby – Senior Insight Analyst - Online

- Working as a “power of two” on the online business with a client lead
- Developing a strong client engagement with the Tesco team and senior management
- ~£15m worth of profit savings identified
- Helped the Online team at Tesco gather understanding of how valuable each area of the Online business is to Tesco, working in Sales, Profit and Customer benefit
- Subject Matter Expert for Delivery Saver at Tesco and dunnhumby

June 2015 – Oct 2015

dunnhumby – Senior Insight Analyst - Stores

- Working with the Tesco Store team to help understand the competitor impact to individual Tesco stores, culminating in embedding our analysis in the first version of a Competitor handbook for store managers
- Delivering an assessment of the decline of Extra stores to the board of Tesco

June 2013 – June 2015

dunnhumby – Senior Insight Analyst - Telecoms

- Working with Tesco Telecoms to understand their customers and performance
- Leading the client engagement and producing all analysis for Tesco Telecoms across, Tesco Mobile, Broadband, ICC and In-store retail
- Subscription based data, including on- demand retail

June 2012 – May 2013

dunnhumby – Client Director

- Client Lead for multiple clients across Convenience, Bakery, MFPE, Frozen and Grocery
- Mentoring junior members of the team and QA'ing their work

July 2011 – May 2012

dunnhumby – Product Support Team Lead

- Mentoring junior members, recruitment of full UK team (3 people)
- Solving problems with all applications, using SQL and PL/SQL every day, liaising with 3rd line teams. Deployment and testing of fixes
- Management of problems, fixing the initial issue, then root cause analysis to resolve permanently. Working with other teams to ensure permanent fixes

Education

2003–2006

The University of Salford, Greater Manchester

Bsc(Hons): Computer and Video Games: 2:1

Skills attained: C++, 3D and *Directx9 programming*, proficiency in *3DS Max (3D modelling)*, *Design Development including Design Documents*, *Marketing*, *Sound and Music* and *Project Management*.
Dissertation subject: MMORPG's and Virtual Communities

2001-2003

Truro College, Cornwall

HND: Computing (Merit)

Skills attained: *Java programming, UNIX, Prolog logic programming, Pascal and Delphi programming, Advanced Database skills, HTML coding and Project Management*