LEANNE GOLDSMITH

Aspiring Cloud Engineer

London, United Kingdom (willing to relocate) | +44 74963 55196

leannemgoldsmith@gmail.com | www.linkedin.com/in/leanne-m-goldsmith

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PROFESSIONAL SUMMARY

Former Front-End Developer with 7 years of technical experience in monitoring, incident triage, and escalation. Skilled in detecting irregularities, resolving issues, and maintaining stability across high-traffic platforms. CompTIA Network+ and Security+ certified, with hands-on experience in Azure, Microsoft Sentinel, and automation scripting. Currently applying a strong technical foundation and problem-solving mindset to building reliable, secure, and scalable cloud environments.

SKILLS

Cloud & Technical Skills: Azure | Microsoft Sentinel | Python | Bash | PowerShell | KQL | API monitoring & integration | Automation scripting | CI/CD pipelines | Networking fundamentals | Front-end development

Security & Compliance: Threat detection & incident response | Log analysis | Firewall configuration | Network & endpoint security | Security frameworks (NIST, ISO27001, CIS) | Data protection & GDPR

Core Competencies: Analytical thinking | Problem-solving | Collaboration | Adaptability | Resilience | Clear communication

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CERTIFICATIONS

CompTIA Network+ (Completed July 2025) | CompTIA Security+ (Completed September 2025)

PROJECTS & LABS

- Microsoft Azure Honeypot and Threat Monitoring (Cloud Environment) – Deployed a honeypot VM in Azure, monitored attacker activity in Sentinel and triggered email alerts.
- Keylogger (Python) – Built and tested on a personal machine, to understand endpoint threat behaviour and strengthen defensive strategies and gained practical insight into detection and prevention methods.
- Complex Password Generator (JavaScript) – Developed a tool to improve password security and support cyber hygiene best practices. Demonstrated secure coding and automation.

WORK EXPERIENCE

Wavemaker, United Kingdom

Front-End Developer   October 2022 – May 2025

- Developed and maintained responsive, user-facing applications using HTML, CSS and JavaScript, optimising performance and accessibility across 10+ live projects.
- Implemented secure coding practices and automated routine development tasks with scripts, improving efficiency and reducing manual workload.

- Collaborated with cross-functional teams to troubleshoot and resolve technical issues, ensuring smooth project delivery and meeting tight deadlines.
- Monitored and improved application reliability through proactive bug identification, testing and documentation to support consistent team workflows.

Addressable Manager   October 2021 – June 2024

- Delivered targeted, data-driven addressable marketing campaigns for multiple high-profile clients, improving engagement and conversion across 10+ concurrent projects.
- Managed and optimised 12–15 dynamic data feeds at a time, ensuring precision targeting, accurate delivery, and campaign personalisation at scale.
- Built and customised HTML, CSS, and JavaScript ads, blending technical skill with creative execution to enhance campaign performance.
- Collaborated with eight cross-functional internal teams, including social, display, search, data, and planning, to align on objectives and deliver campaigns on time and within scope.

Precision Manager Paid Social   August 2019 – September 2021

- Delivered high-performing paid social campaigns for major brands, including Compare the Market and the L'Oréal Group, driving measurable increases in engagement and conversions.
- Managed campaign budgets ranging from £500K to £10M annually, ensuring strategic spend allocation and maximising ROI across multiple global brands.
- Collaborated with cross-functional teams to shape campaign strategy, contributing to key decisions that generated additional revenue opportunities and improved client performance.
- Developed and optimised audience targeting frameworks and creatives across Facebook, Instagram, TikTok, LinkedIn, and Pinterest, enhancing lead quality and campaign reach.

Paid Social Executive   June 2018 – August 2019

- Supported the planning and execution of paid social campaigns for multiple L'Oréal Group brands, aligning media plans with client objectives and timelines.
- Liaised with vendors and media partners to negotiate placements, secure competitive rates, and ensure high-quality campaign delivery.
- Collaborated with clients and internal teams to gather briefs, refine targeting strategies, and ensure campaigns met performance benchmarks.

APIDNA, Luxembourg (Remote)

Front-End Developer (Intern)   May 2024 – August 2024

- Developed and integrated secure front-end applications with multiple APIs to maintain data integrity and stability.
- Conducted browser and feature checks to identify issues early and escalate to senior developers.
- Enhanced visibility and reduced errors by implementing secure upload and validation features.

EDUCATION

University of Hertfordshire   September 2013 – July 2016

BA Hons, Marketing with Advertising, 2:1