

LEANNE GOLDSMITH

JUNIOR FRONTEND DEVELOPER – +44 (0)7496355196 – LEANNEMGOLDSMITH@GMAIL.COM

As an established advertising professional with a passion for technology and design, I am excited to be transitioning my career to Frontend Development. Through intensive self-study and immersive coding bootcamps, I have gained a solid foundation in HTML, CSS, and JavaScript, as well as experience with popular frameworks such as React. As I embark on this new path, I am eager to bring my skills and enthusiasm to a dynamic and forward-thinking team, and to continue learning and growing as a Frontend Developer.

EMPLOYMENT HISTORY

Addressable Creative Manager at Wavemaker - WPP, London

October 2021 — Present

- Built banner ads for a range of clients, such as, Eurostar, Audible and Legoland. My role was to take Figma or Photoshop designs and convert them into animated ads, using HTML, CSS, JavaScript and Greensock. These ads went through client approval and were served on publisher websites, for our target audience to click on.
- Confident in using GitHub to update and review work before it is merged into the main branch.
- Built testing roadmaps for all my clients to ensure we were constantly learning and improving on what is not working and discovering new ways for better performance. For example, I presented a creative analysis for Eurostar, showing what ads performed well and what didn't. We noticed that some imagery wasn't working. So, I setup an AB test, testing old imagery versus new imagery and we saw a 17% uplift in sales within two months.
- I QA campaigns before and after launch, to check the correct ad is pulling through for all audience groups.

Paid Social Manager at Wavemaker - WPP, London

June 2018 — September 2021

- Strategised and executed paid social campaigns for the L'Oréal Group and Compare the Market. As a manager, I was able to influence these clients to diversify their social presence and this led to a 15% increase in sales for Maybelline within the L'Oréal Group and Compare the Market saw an increase in leads quarter-on-quarter.
- Provided optimal assistance to my director and proved I could be very agile, as I handled a variety of tasks that were either regular or ad hoc, depending on the client's needs.
- Standardised media plans for all channel teams in the company, to mitigate mistakes being sent to the client or media partners.

🎓 EDUCATION

University of Hertfordshire, UK

September 2013 — July 2016

BA (Hons) Marketing with Advertising (2:1)

🔧 CERTIFIED COURSES

Full Stack eCommerce Software Engineer, Code Institute

March 2021 — April 2022 (1 Year Bootcamp)

Diploma Merit Certificate

Frontend Developer, CodeCademy

December 2022 – February 2023

⚙️ SKILLS

Soft Skills

Communication and collaboration skills

Teamwork

Problem-solving and patience

Adaptive to new environments and ways of working.

Technical Skills

HTML, CSS, JavaScript

React, Tailwind CSS

GSAP, Google Studio

Figma, Photoshop

Version control on GitHub