

LEANNE GOLDSMITH

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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

- Developing strategies with a range of clients to ensure their business goals are met. E.g., Actimel wanted to diversify their core message to suit their target audiences. Therefore, I curated a decision tree for Actimel, and showcased what ad message should be shown to their multiple audiences. I then worked with their creative agency and helped develop ad copy to better align the ads to the targeted audiences. This then went into production, and I developed the JavaScript template, so the right ad copy could be served to the correct audiences, via Google Studio and Google Campaign Manager.
- Building testing roadmaps for all my clients to ensure we are constantly learning and improving 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.
- Using Figma and Photoshop files as a guide to build ads on Visual Studio, using HTML, CSS and JavaScript.
- Confident in using GitHub to update and review work before it is merged into the main branch.

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

[HTML Certificate](#)

[CSS Certificate](#)

[JavaScript Certificate](#)

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