

Naomi Winchurch

Mobile: 07922664525 | E-mail: naomi@winchurch.co.uk | Lichfield, West Midlands |
<https://www.linkedin.com/in/naomiwinchurch/> | Portfolio: <https://nwinch1512.github.io/13-react-portfolio/#/>

Summary

A highly motivated and organised Web Developer, recently graduated from University of Birmingham Front-end Web Developer bootcamp, holding a bachelor's degree in Sociology from the University of Sheffield. Passionate about creating well designed web applications that meet both users' and business needs. Creative, a great problem solver with both commercial and civil service experience in technical roles.

Skills

JavaScript, React.js, JQuery, Web API's, Third-Party API's, Server-Side API's, GitHub, Bootstrap, HTML, CSS, Agile methodology, Figma, Node.js, Moment.js, SQL BigQuery

Achievements

- Developed high quality applications each week on Front-end Developer bootcamp – gained an A grade.
- Award for excellent project management of Olympics and Euro 2012 multinational research projects.
- Received company award for innovative use of InstantAtlas to visualise data. The [Guardian website](#) showcased this work as being one of the top 10 government data visualisations in the country.
- Won John Westergaard award for attaining the highest mark for my research dissertation at university.

Experience

Oct 2022 – March 2023: **University of Birmingham**, Front End Web Developer Student

- Topics covered: JavaScript, CSS, HTML, React.js, JQuery, Moment.js, Jest testing, ES6 and Node.js.
- Coded 12 individual and 2 team web development projects following agile methodology. Gained 100% on each individual assignment and an overall A grade (99.1%) for the course.
- Built final team project, Miix, with React.js and Bootstrap. The application uses OAuth to combine multiple users' listening history – making get and post requests to Spotify's API to recommend music.
- Led and managed our first team project, Meal Planner, which was built with JQuery and Bootstrap. The application inspires people to cook by allowing them to search for recipes on set criteria. Data was sourced from third party API's (Spoonacular API and Giphy API).

Oct 2014 – current: **Iterative IT**, Company Director

Lichfield

- Company secretary responsibilities and general business administration duties.
- Assisting in day-to-day management of company and contract management.
- Liaising with accountant to ensure accounting records are accurate.
- Data analysis using Google BigQuery.

Mar 2013-Oct 2014: **Maternity leave/ career break.**

Feb 2011-Mar 2013: **TNS Global Market Research**, Consultant

London

2012-2013

- Redeveloped and automated quarterly family measures and monthly scorecard reports.
- Managed and implemented multinational online sports sponsorship research projects (budget £330k) on behalf of McDonald's Europe and McDonald's Global.
- Analysed findings of sports projects (including use of regression analysis, factor analysis and statistical significance testing) to make recommendations over direction of McDonald's sports sponsorship.
- Wrote annual deep dive reports on McDonald's key markets based on analysis of online survey data, whilst considering business priorities and market context.
- Contributed to management and reporting of McDonald's monthly tracker in 32 different countries.

Naomi Winchurch

Mobile: 07922664525 | E-mail: naomi@winchurch.co.uk | Lichfield, West Midlands |
<https://www.linkedin.com/in/naomiwinchurch/> | Portfolio: <https://nwinch1512.github.io/13-react-portfolio/#/>

2011-2012

- Secondment to British American Tobacco (BAT) to work on Global Marketing, Strategy, and Insights Team at their headquarters. Analysed data to produce strategic market overviews on BAT's top 40 markets, on behalf of the CEO. These assessed BAT's performance and the market context to identify strengths, weaknesses, threats, and opportunities for BAT across the globe.
- Provided and communicated business intelligence (using Business Objects) to Senior Marketing professionals across the globe in response to business needs.

Jan 2007-Oct 2010: **Marketing Birmingham (formerly West Midlands Regional Observatory)**

June 2010-Oct 2010 (Policy Advisor secondment)

Birmingham

- Undertook economic analysis into labour supply and demand, culminating in 30 Local Authority profiles which influenced public sector skills priorities in the West Midlands, and presented findings.
- Wrote a research paper for Business Link and other public sector partners into how West Midlands Higher Education Institutions contributed over 1.6 billion to the economy.
- Mapped the community resilience index to show policymakers which communities were most vulnerable to shocks in the economy geospatially.

Jan 2007-June 2010 (Research Executive)

Birmingham

- Analysed quantitative secondary data in Excel to quantify and monitor policy issues identified in the Regional Economic Strategy to help close the West Midlands' £15 billion output gap.
- Assisted in developing web-based research enquiries service by representing user needs and testing the service. Managed the online and telephone research enquiries service - customer satisfaction with the service (average score of 3.7 out of 4) exceeded the annual Key Performance Indicator target.
- Kept up to date with over 40 data sources to update the State of the Region datasets and became a 'go to' source of data knowledge for other researchers and policy makers across the West Midlands.

June 2005-Jan 2007: **ECOTEC Research and Consulting Ltd**, Research Assistant

Birmingham

- Undertook quantitative and qualitative data analysis to inform several national level social policy research projects worth up to £200k. Exceeded personal target by delivering £65k of contract work.

February 2004-June 2005: **Masterlease (UK) Ltd**, Senior Administrator

Birmingham

- Sourced information for tender responses and proposals and contributed information to 'Knowledge Bank' – a web-based system set up to share information across the company.

July 2003-February 2004: **Temporary Agencies**, Administrative positions

Birmingham

Education

2022 – 2023:	The University of Birmingham	Certificate in Front-end Web Development (grade A)
2000 – 2003:	The University of Sheffield	Bachelor of Arts in Sociology 2.i (Hons)
1998 – 2000:	Shrewsbury Sixth Form College	A-levels: Sociology, Art, English Language (22 UCAS points)
1993 – 1998:	Harlescott Secondary School	GCSES: 9 grade A/A* B (including English, Maths and Science), 1 B

Training

JavaScript Course 2022 (Udemy), Google BigQuery using SQL (Udemy), Microsoft Power BI (edx), Market Research Society Advanced Certificate in Market and Social Research (distinction), PRINCE2 practitioner, Introduction to statistical analysis using SPSS (fast track), Presenting data master class (Association of Regional Observatories), Advanced writing skills (The Plain Language Commission), Microsoft advanced Excel and intermediate Word, PowerPoint, Outlook (Masterlease UK Ltd)