

Alice Ford

Manchester | 07729273149 | alisford98@gmail.com | [Pur3-MAlice](#)

As a Student Frontend Developer, I am eager to use cutting-edge frameworks and HTML, JavaScript, and CSS to contribute to your team. With a passion for online content creation, web development, and ecommerce – I know I am the right person to hit the ground running and make a real positive impact.

Take a look at my portfolio here: [Pur3-MAlice](#)

EDUCATION

University of Liverpool	Liverpool
Bachelor of Arts in Linguistics and Literature 2:1	Jun 2019
Code Institute	Manchester
Diploma of Education (EQF Level 5), Full Stack Software Development	Nov 2023
Tech Stack: CSS3, HTML5, JavaScript, Python, PHP, WordPress, React, jQuery, SEO, Bootstrap, Git	

PROJECT EXPERIENCE

Code Institute	Manchester
<i>Full Stack Software Development Student</i>	Oct 2022 - Present
<ul style="list-style-type: none">• Configured a Reactive Web project titled <i>Bear Minimum</i> using CSS3 and HTML5 proficiently, utilizing UI/UX best practices. Resulting in a Merit from the examining board for my focus on accessibility.• Built <i>Stardew Memory Game</i> JavaScript project using CSS3, HTML5 & JavaScript, optimizing performance and minimizing user errors by 40%. Resulting in a Merit from the examining board for my up-to-date UX/UI practices.• Architected powerful Reading List Python project using Python and Heroku enabling efficient data storage. Resulting in a Distinction from the examining board for my use of backend frameworks.	

WORK EXPERIENCE

Inbox Insight	Winchester
<i>Senior Campaign Executive, EMEA</i>	Apr 2021 - Present
<ul style="list-style-type: none">• Collaborated closely with 140+ stakeholders across the EMEA regions to effectively manage campaign schedule deadlines and budgets, maximizing the effectiveness of campaigns by 25%.• Developed an innovative approach to the design of webpages hosted on Insights For Professionals for external clients, increasing total visits by 40%.	

- Worked independently on Image restoration for Insights For Professionals using Adobe Creative Cloud applications. Frontend of website had depreciated images and content, and I delivered renewed content in Q1 2023.
- Successfully integrated Jitterbit Datapass into the new company system ORCA, coordinating efforts between the development and client services team.

Content and Copy Writing Freelancer

Winchester

Content and Copy Writing Freelancer

Aug 2020 - Apr 2021

- Crafted 30+ target-oriented content pieces leading to an increase in web blog traffic & improved organic website ranking performance. Specialising in Shopify and WordPress web pages.
- Engineered top-viewed SEO-based blog posts garnering an increase in website and content views within one month of launch.
- Coordinated 50+ copywriting projects, meeting tight deadlines on all commissions with an average turnaround time of 3 days per project.
- Wrote engaging copy containing technical detail, ensuring piqued interest among stakeholders and resulting in increased engagement.

Emerald Publishing

Leeds

Editorial Assistant

Jun 2019 - Aug 2020

- Reviewed 200+ book blurb drafts to craft engaging back covers and exceeded publisher expectations for 10 projects, driving an increase in book sales.
- Coordinated and delivered 85+ book projects, ensuring deadlines (& quality) were met within tight schedules and 5 editors were satisfied.
- Led project on overhauling existing processes to improve alignment with long-term business requirements. One of which was to create a business-wide tracker combining data from all portfolios.
- Attended 5 conferences and lectures discussing evolving book trends in list topics, inspiring 200 participants to initiate their own projects with a 20% conversion rate.

REFERENCES AVAILABLE ON REQUEST
