

Rachael West

Address: St Neots, Cambridgeshire

Mobile: 07935045610

Email: contact.rachaelwest@gmail.com

Portfolio: <https://rachaelwest.github.io/>

Personal statement

A hardworking and adaptable self-starter who recently completed a web developer training course and gained a good understanding of responsive design fundamentals.

A good communicator with and an enthusiasm for self-improvement now looks to secure a role to further develop skills in building responsive websites using HTML5, CSS3 and JavaScript.

Key skills

- A good understanding of HTML5, CSS3 and JavaScript for responsive web design.
 - Detail-oriented in quality assurance control for testing and debugging to identify syntax errors, inconsistencies, and opportunities for improvement.
 - Highly organised and able to work within specified timescales.
 - Effective communicator with good written and verbal skills.
 - Able to identify objectives, brainstorm ideas and solve problems.
-

Employment

Freelance

Jan 2021 – present

Content Specialist

Outline

Research, write and quality check content to meet client briefs.

Key responsibilities

- Produce quality content to a high standard
- Research and write weekly articles for a cybersecurity company
- Attend client calls to discuss work briefs
- Maintain a content schedule to ensure client work is delivered on time
- Track earnings, overhead costs, submit annual tax return

Key achievements

I had to implement a work schedule to manage my time efficiently and learn how to calculate freelance rates, budget for taxes, and manage invoices.

The Security Company (International) Ltd

Nov 2017 - July 2020

Senior Content Specialist

Outline

Transform client policy into engaging internal comms content on the topic of information security for employees at all levels.

Key responsibilities

- Create bespoke multi-channel communication plans for a range of clients.
- Create communication, awareness, and training materials for digital and printed channels.
- Ensure all content meets clients' tone of voice, branding and style guide requirements.
- Conduct quality assurance checks of deliverables at all stages of production and edit as needed.
- Work with marketing and product development teams to produce materials for external campaigns, roadshows, and the company website, as well as new offerings for clients.
- Support the Head of Communications and deputise when required.

Cambridge News (part of Trinity Mirror)
News and Social Media Editor

Aug 2016 – Oct 2017

Outline

Work on news desk to check and dress copy for online, lay out homepages, run live blogs and supervise reporters.

Key responsibilities

- Run the news desk to coordinate reporters and photographers, manage the news list, check and edit copy, send stories to the print team.
- Develop, manage, and maintain the newsroom's social media operation, including content plans, post writing and scheduling.
- Monitor referral traffic using analytical tools (Omniture, Facebook Insights, Twitter Analytics).
- Work with other departments on specific social media campaigns, including competitions and promotions.

Key achievements

I was one of the first digital roles in the newsroom and helped implement a digital first strategy. This included a visit to a sister title in Liverpool to learn from my counterparts, for example social media scheduling, using web statistics to monitor stories.

Trinity Mirror - Central and East region
Digital Journalist

Jan 2012 – Aug 2016

- Create and manage digital content across five regional websites.
 - Daily management of homepages, articles, and social media.
 - Utilise daily traffic reports from Omniture, Google Analytics and Chartbeat.
 - Support editorial staff via digital training and workshops.
-

Education

The Training Room

Sept 2020 – Nov 2021

Professional Full Stack Web Development Course:

- CIW Advanced HTML5 and CSS3 Specialist
- CIW JavaScript Specialist
- CIW Foundations Associate
- User Interface Design
- PHP and MySQL
- React (in progress)

University of Sheffield

Sept 2010 – Jun 2011

- MA Print Journalism (2:1 Merit)

University of Hull

Oct 2007 – Jun 2010

- BA Media, Culture and Society (2:1 Honours)

Additional Information

Completed Codecademy courses:

- Learn HTML
- Learn CSS
- Learn Intermediate CSS
- Learn JavaScript
- Learning Intermediate JavaScript
- Learn PHP
- Learn the Command Line
- Learn React (in progress)

Completed Codecademy skill path:

- Build a Website with HTML, CSS, and GitHub Pages
- Front-End Engineer (in progress)
- Web Development (in progress)

Interests

In my spare time I enjoy playing console and tabletop games with friends. I am a Dungeons and Dragons fan and would one day like to have the skills to develop an in-game tool using the Foundry platform.

I also enjoy trying mini coding projects to practice with languages I have learned and will happily conduct research into possible solutions.

I also enjoy reading, particularly fiction and fantasy novels and the occasional autobiography.

References

Available upon request.