Rhia Hamilton

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Technologies & Tools	JavaScript, HTML, CSS, Bootstrap, Git, GitHub, VS Code, API Integration, Hosting, Browser Testing, Debugging
Experience	B2C & B2B eCommerce, Digital Marketing, Branding, Online Optimisation, SEO
Portfolio Site	https://rhiafh.dev
Github	https://github.com/RhiaFHunte/RhiaFHunte

About me...

A highly motivated self-learner with hands-on experience in Web Content Management Systems and eCommerce. Proficient in JavaScript, HTML, CSS, and React, with a solid foundation in software engineering principles gained through self-study and structured courses (Codecademy, SheCodes Plus). Passionate about building high-quality, user-centric applications with a data-driven, problem-solving approach.

I thrive in dynamic environments, applying creativity, adaptability, and technical skills to deliver user-focused solutions. With experience in digital strategy, SEO, and data-driven decision-making, I approach development with a strong user-centred mindset. Having managed projects and collaborated with cross-functional teams, I'm able to contribute effectively in fast-paced environments.

Career History

Online Retail Coordinator, Estée Lauder Companies   Jul 2022 – Present (1y 7m)

- Managed account partnerships with five online retailers, overseeing eCommerce activations, online launch campaigns, and joint business partnerships to drive sales.
- Led weekly calls with key retail partners to align on campaign planning, performance analysis, and promotional strategies.
- Developed and executed online launch campaign plans, optimising digital visibility and engagement across multiple platforms.
- Implemented eCommerce activations such as Gift With Purchase (GWP) promotions and exclusive product launches to drive online sales.
- Analysed trade reports using Power BI, incorporating historical data, KPIs, and product performance to inform strategic decisions.
- Utilised SEO strategies and web optimisation techniques to enhance product discoverability and online customer experience.
- Collaborate cross-functionally with design and marketing teams, similar to Agile software development environments, to improve online trade performance.

Online Brand & Retail Assistant, Estée Lauder Companies   Jan 2020 – June 2022 (2y 5m)

Associate Digital Project Manager, Golin London   Feb 2018 – Dec 2019 (1y 10m)

- Led the delivery of web development projects for major Unilever brands, collaborating closely with UX, design, and engineering teams.
- Facilitated testing phases (UAT), ensuring web functionality met user requirements.
- Managed project timelines and stakeholder expectations, demonstrating adaptability and strong communication skills.
- Performed site testing and optimisations to improve online performance and user engagement across various browsers and devices.

Education

SheCodes Plus, Web Development Workshop   Jan – Apr 2024

QA Apprenticeships, Digital Marketing Diploma. Grade: Distinction   Jan 2016 – Nov 2017

Prendergast Ladywell Fields College, GCSE A*- C Including English and Maths   2009 – 2014