**CURRICULUM VITAE**

I am a versatile and resourceful individual with a Bachelor’s degree in Psychology, and following on from this I have a keen interest in attaining a role in either Digital Marketing or Web Development. To further my pursuit to secure these roles I have recently passed a Marketing Traineeship programme that has given me an excellent understanding of the details involved in this area and I currently studying a Level 7 Diploma in Full Stack Web Development from which I am learning and will be able to demonstrate the fundamental languages of front and backend web development skills. The Traineeship covered a wide range of subjects including (but not limited to) Campaign Strategies, Public Relations, Display Advertising, Analytics, SEO, SEM and Website content, structure and design. The Full Stack Web Development Diploma covers the fundamentals of web development including, but not limited to, HTML5, CSS, Javascript, Bootstrap, JQuery, Python, MySQL; throughout my course I will be producing projects on GitHub and designs using Figma for my portfolio to demonstrate these skills, so far I have completed HTML5, CSS, and Javascript, with use of the JQuery Library, and know how to use Figma to design webpages and Bootstrap for mobile-first design. I am also highly skilled in researching, writing and communicating, showing the capability of producing presentations to a large number of people to a professional standard which has been learnt through my academic exposure to date. I believe I have a high degree of commercial awareness that I feel is a real asset for any company.

**PERSONAL DETAILS**

**NAME**: **Rochelle Campbell**

**VISA &/OR WORK PERMIT: Full working rights**

**RESIDES**: **London, UK**

**CONTACT DETAILS:** (M) 07437067786

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**LINKEDIN DETAILS:** <https://www.linkedin.com/in/rochelle-campbell-7b493b107/>

**EDUCATION:**

**The Code Institute - Learning People**

Level 7 Diploma in Full Stack Web Development

**University of East London**

BSc Psychology

**Hammersmith & West London College**

BTEC Diploma in Music Technology

**Oundle School**

A Levels: English, Maths, Biology, Spanish

10 GCSEs (A - C Grade)

**CERTIFICATIONS: The Marketing Traineeship Ltd - 2020**

The Marketing Traineeship is tailored to various disciplines surrounding Digital Marketing. To encompass the basics required to ensure an excellent understanding and knowledge base acquired to cover any entry role within the Digital Marketing realm

The Traineeship specialises in preparing each learner for the Digital Marketing sector through a series of CPD Certified courses followed by performance test and a two week placement with a local agency assisting with the quintessential daily tasks encountered within an agency

***Courses completed in the Traineeship: CPD Certified***

Level 2 Marketing Diploma Certification

Social Media Marketing Certification

Google Analytics Certification

SEO for Business Certification

***Course Module Content:***

- Search Engines, Search Engine Optimisation (SEO) and Marketing (SEM)

- Websites and Web Design - Creation, content, structure and design

- Digital Display Advertising - formats and campaigns

- Email and Mobile Marketing - legal considerations, marketing practices and initiatives

- Social Media Marketing - platforms, networking, marketing strategies, marketing costs, customer experience and satisfaction, brand recognition and boosting website SEO

- Online Public Relations - The four phases of online PR

- Web Analytics - Off-site and on-site, types of process

- Digital Marketing Campaigns and International Regulations

- Google Analytics - Campaign/Conversion tracking, key terms, reporting and UTM parameters

- Further SEO: Link Building, Internal Linking and Local Search Optimisation techniques

***Two week placement remotely with a partnered Agency: (Tangible Digital Ltd)***

- Onsite SEO tasks across various clientele

- Content writing and Internal linking for all websites

**SOFTWARE EXPERIENCE:**

Google Analytics, Canva, SPSS, Microsoft Office (Word, PowerPoint, Excel, Outlook), MTeller, T24, HTML5, CSS, Javascript, Bootstrap, JQuery, Figma

**WORK EXPERIENCE:**

**Mar 2020 - Mar 2020 Tangible Digital**

**POSITION HELD: Trainee Digital Marketer**

* Responsible for 3 real life client based tasks
* Onsite SEO tasks across various clientele
* Content writing and Internal linking for all websites
* Any other related tasks provided as part of the placement

**Jul 2013 - Jul 2013 KPMG**

**POSITION HELD: Accounting & Audit**

* I learned more about audit by assisting a KPMG member of staff with analysing and assessing a financial report which consisted of finding key errors; this helped to improve my analytical skills and attention to detail
* I gained organisation and presentation skills from a task involving researching a potential company to audit and presenting my findings in a PowerPoint presentation to KPMG managers
* I gained both teamwork and leadership skills when working in a group to obtain information for group tasks by assigning roles to team members, working with one other person to research our section of the presentation, and collating everyone’s information

**VOLUNTEER WORK:**

**Sep 2013 - Jun 2014 Queen of Hearts Nursery**

**POSITION HELD: Nursery Teacher Assistant**

* Looking after some of the children, alternating between the 2-­3 year olds and the 3­-4 year olds
* I organised activities for the children to do to help them to learn about the theme of the week (numbers, alphabet, seasons etc.)
* I assisted the staff with any organisation that they needed such as filing away the children’s work and tidying up after activities
* I was responsible for maintaining a clean environment for the children, especially before and after lunch

**CAREER HISTORY:**

**May 2020 - Present Interact CC**

**POSITION HELD: Contact Center Agent (Remote) - Contact Tracing Advisor**

* Work on behalf of Public Health England and the NHS to contact individuals in response to the Covid-19 outbreak. I provide information, guidance, and legal requirements to those that have become a positive case of Covid-19 or been in contact with a positive case of Covid-19. I checked on the wellbeing of individuals affected, directly or indirectly, by the covid-19 outbreak, and provided support services for those financial, emotionally, physically, r men tally struggling on a day-to0day basis with services such as The Samaritans, Mind, NHS Volunteers etc.
* I trained in Level 2 & 3 Safeguarding for adults and children to learn and put into place how and when to look out for signs of safeguarding or welfare concerns
* I developed my communication skills when responding to sensitive information and situations
* Data collection is part of the process which allowed me to

**Apr 2019 - April 2020 Delaware North Company**

**POSITION HELD: Team Leader**

**Aug 2018 - Dec 2018 Close Brothers Premium Finance**

**POSITION HELD: Business Operations Administrator**

* Liaised with brokers to ensure all client and loan information was updated
* Respond to and resolve broker queries via email
* Sort post and paperwork from customers

**Jun 2016 - Dec 2017 Metro Bank PLC**

**POSITION HELD: Cashier**

* Interact with customers to provide an efficient and friendly service when assisting with their account which included deposits, withdrawals, payments, and disputes
* Developed my customer service skills by being genuine, honest and taking an interest in the customers hobbies and opinions alongside dealing with their enquiry or request efficiently
* I learned how to balance personal and professional conversation to engage customers which allowed me to build rapport and strong relationships with regular and non-regular customers
* I gained good organisational skills by taking the initiative of ensuring all paperwork was filed correctly and neatly to improve accessibility for all colleagues
* After being in the role for some time I had the opportunity to train new colleagues allowing me to gain leadership skills

**Jan 2015 - Jun 2016 Primark**

**POSITION HELD: Retail Assistant**

***References available upon request***