

CAROLINE CAMERON

✉ caroline.iris.cameron@gmail.com

💻 linkedin.com/c-cameron

☎ 0428 065 222



PROFILE

I am an enthusiastic, self-motivated website developer with a digital marketing background. In late 2018 I decided to pursue a long-time interest in programming, studying at the Le Wagon coding bootcamp. I have since continued studies and worked on various website development projects, strengthening both my experience and passion. I previously spent 4 years as a digital marketer working across the not-for-profit, hospitality and events industries.

My digital marketing background has given me valuable skills in UX, SEO and targeting which gives me a well-rounded skill set to bring into web development and programming. Combined with my love of problem solving and creative thinking, I have found a passion in programming which I am excited to develop and grow in future roles. I am a positive team player who is excited to grow, learn and provide value to my peers.



PROFESSIONAL EXPERIENCE

Software Engineer Trainee
DigIO, Mantel Group
February 2020 - March 2020

- Member of Mantel Group's Magna Training Academy as a DigIO trainee working within the software engineering stream.
- Part of the PitboxIO team, building a web application for the racing car industry using a React and NodeJS stack.
- Adopted agile methodology taking part in sprints with the team, pair programming to complete tickets and using Git for version control and feedback.
- Worked on developing the user stories for each sprint, then breaking them up into tickets to be completed by the team.
- Exposed to all areas of Mantel Group, including sessions about Machine Learning, Cloud Engineering, Testing and UX.
- Experience with cloud engineering including how to deploy to cloud and working towards achieving AWS certification.

Web Intern
Talent Beyond Boundries
May 2019 - Present

- Working alongside the developers for the new TBB candidate & admin portal website helping skilled refugees and their families get access to visas.
- Building front-end and back-end website features in Spring Boot application, programming in Angular and Java.
- Writing CRUD methods to persist accurate data from front-end to back-end and display requested data through Postgres and Hibernate queries.
- Studying and understanding the code in order to be the point of call for TBB bug fixes, updates and edits.
- Part of the UX design process, seeing feedback from the users and writing code with the best practise design in mind.
- Involved in the testing phase bringing a user-focused perspective to find bugs and then using initiative to fix them.



Co-Owner
Site Society
June 2019 - Present

- Founded a website development and design business helping businesses across sectors get an online presence, across branding, website and social media support.
- Have worked on various website build and design projects using Ruby on Rails, Wordpress & Shopify.
- Customising themes editing PHP, CSS & HTML code to meet desired result.
- Helping customers with domain, hosting and email set up. Including the migration of emails and domains.
- Running regular speed tests, analysing the results to pinpoint and optimise website performance.
- Assisting businesses with marketing plans, advising on strategies and getting them set up with their goals in mind.

Marketing Manager
JBS Hospitality
September 2017 - October 2018

- Oversaw the marketing for a national festival resulting in ticket sale revenue of over \$3 million dollars, developing the managing strategy, managing the budget, and executing the plan.
- Running year round marketing campaigns and event campaigns for 13 venues across Melbourne through social media, eDM, website promotions, Google Adwords, onsite activations and working with media partners.
- Responsible for content planning, creation, optimisation and posting across social media platforms across social media campaigns.
- Monitoring of all digital marketing through Google Analytics and updating websites across to Google Tag Manager for more thorough marketing analysis.

Digital & Social Media Coordinator
JBS Hospitality
June 2017 - September 2017

- Assisting the Marketing Manager to run all 13 venues social media pages, creating content, building social media campaigns and writing copy to reflect each unique page personality.
- Managed the company's 13 websites, updating event pages, developing blog posts and optimising the SEO of all pages through Wordpress.
- Ran the customer service inbox for national ice skating festival in 2017. Worked to resolve all enquiries with a high level of customer service, resulting in great results from our post-event customer survey.

Social Media Coordinator
Save the Children Australia
August 2016 - June 2017

- Developed a social media strategy to increase following by 65%. Responsible for content research, planning, creation, optimisation and posting across all social media platforms.
- Creation of all social media advertising campaigns, as well as monitoring, optimising and reporting back to key stakeholders. Managing social media budget and forecast.
- Website management and maintenance through the CMS.
- Content analysis using various social media analysis tools, website conversion analysis using Google Analytics. Input into social media strategy and development of key reports.

Digital Marketing & Customer Experience Coordinator
Save the Children Australia
July 2014 - August 2016

- Part of founding new Customer Experience team, conducting in-depth market research in order to develop and design personas and actionable outcomes.
- Mentored and trained by the Social Media Manager to cover extended periods of her leave, maintaining steady growth in social media engagement and managing all stakeholder expectations. Provided ongoing support including content creation, Facebook advertising, reporting and community management.
- Supporting the digital team with a variety of tasks, including SEO monitoring, eDM creation and HTML coding. A supportive point of call for any assistance needed by the team.





MY SKILLS

- Experience with Front-end and Back-end coding such as Java, NodeJS, Ruby, React, Angular, Typescript, Javascript, PHP, HTML, CSS. Working with frameworks Spring Boot, Rails and Hibernate.
- Knowledge of ORM and OOP to structure databases and objects in best practise. Ability to build web-apps from a concept, to development, and deployment.
- Understanding of real-world team environments working with large teams using Git for version control.
- Knowledge of web architecture and experience incorporating and building RESTful APIs to maximise website potential.
- In-depth understanding of business and marketing fundamentals, including customer journeys, sales funnels, conversion campaigns - etc
- Trained in Human Centred Design methodology, Able to gather customer insights and turn into actionable outcomes. Passionate about consumer-centric design thinking.
- Extensive Digital Marketing skills including the ability to create, edit, manage, analyse and report on campaigns including Social Media, EDMs, SEM, SEO, Google Analytics. (Google Analytics Certified)
- Confident with many software programs, able to quickly pick up and understand new systems. Skilled in all Microsoft Office, Adobe Photoshop, Facebook Ads Manager and Power Editor, BuzzSumo, Hootsuite, Schedugram and other optimisation tools.
- Personable, positive attitude, always looking to help others. Great communication skills, adept at managing stakeholder relationships.



EDUCATION

- | | |
|-------------|---|
| 2018 | LeWagon Fullstack Coding Bootcamp
9 Week intensive Bootcamp with leading global coding bootcamp.
October - November 2018 |
| 2009 - 2011 | Bachelor of Commerce, Major in Marketing
Highest level of French as breadth subject
University of Melbourne |



REFERENCES

References available on request.

