**What motivates me?**

* Building things:
  + EXPERIENCE:
    - Influencer marketing platform
    - Experiential builds
    - Education series
  + CODING:
    - It is all about building, bringing things to life, building things to make even better
    - From my experience working with developers on digital projects, it’s always about trying to break everything down into blocks and being able to adapt
* Morally fulfilling
  + EXPERIENCE:
    - Developing an app with Wellcome Trust to demystify medicine for kids
    - Delivering influencer campaigns for NCS, CSR programme by London Midlands for entrepreneurs
    - Creating educational content (visual, audio, online) for British Heart Foundation, NERC, RSPB
    - Spare time working at a charity called Catch 21 designed to engage young people in politics
  + CODING:
    - Ethos of F&C and the work they’re doing with charities like Anna Freud Centre suits this
    - Coding is amoral – it gives you the tools to decide whether to use it for good or bad
* Creativity
  + EXPERIENCE:
    - Responsible for design and copywriting of Fun Kids website
    - Innovation, devising new ways to engage young people e.g. Bin Weevils partnership
    - Creating a new way to measure influencers
  + CODING:
    - Coding is the ultimate platform for creative thinking – it gives you the tools to bring ideas to life
    - Frontend suits the creative elements of your brain – and beyond that machine learning and programmatic art

**Why Me?**

* Hard working – I go beyond:
  + 3 times 30-under-30
  + Won Innovation of the Year
  + Have been up at 3am negotiating with agents, 5am building experiential spaces, 11pm having spent 24 hours on a train with influencers for a marketing campaign
* I have experience and so I think am in a very strong place to properly reflect to ensure this is right for me and to make the most out of this
* I have an honest desire to make a positive impact in some way with what you’d teach, which I know reflects your morals
* Proven success working with people – once you learn how to work with YouTubers you get pretty good at being good with anyone! Important for what is such a social project and course.
* I can handle pressure – regularly needed to meet ridiculously tight deadlines, handle high level negotiations etc.

**What I’ll struggle most with on this course?**

* Being happy to fail

**Experience in programming and proof of desire**

* HTML and CSS course
* Innovated and project managed influencer tech platform
* Endless wordpress websites for people and businesses
* Regularly edited the CSS and HTML scripts for the Fun Kids website to integrate splash pages, custom tweaks
* Worked on the project developing an app to demystify medicine for kids

**Why haven’t I moved into coding to date?**

* Success in my career meant I didn’t really question how fulfilling I found it and what I actually found fulfilling. And my nature means I tend to really throw myself into whatever I’m doing – so my hours left very little for anything outside of work
* Confidence – how you even go tackling something like that kind of move

**What would I do if I didn’t get this course?**

* I would need to consider timings & risk for doing freelance until the next course and also look further into other coding options
* Alongside this I’d carry on working on FreeCodeCamp and Codewars to keep building my skill level and maybe try and find free work I can do to build out a proper portfolio