

ALEX TREPTOW

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SKILLS

Main Technologies: HTML, CSS, JavaScript (ES6+), Bootstrap, React

Other: Git, GitHub, Markdown, Sass, Tailwind, GitHub Pages, Vercel, Vite, Squarespace, Figma, Adobe Suite (Premiere Pro | Photoshop | InDesign | After Effects), Buzzsprout, HubSpot

PROJECTS HIGHLIGHTS

Portfolio Website: www.treptow.dev

- Little Lemon reservation feature (React)
- PlayStation Productions homepage (Bootstrap, React)
- Portfolio for fictional client (React, Chakra UI, Formik, Yup)
- Movie Recommender (ES8 Asynchronous JavaScript, TMDB API)
- XGS Publishing (Bootstrap, JavaScript, Mapbox API)

PROFESSIONAL EXPERIENCE

Centre for the Study of Financial Innovation, London

Digital Content Manager

February 2020 – October 2022

- Digitised the CSFI product once in-person events were no longer possible. Produced over 400 videos, consisting of finance-related panel discussions, book reviews, interviews etc.
- Managed the YouTube channel housing these videos, which averaged 10,000 views a month. A higher figure compared to the vast majority of the competition. Including the far larger institute that bought the CSFI.
- Directed a team of freelance video editors and supervised an Adobe Suite workflow to ensure every video was completed within 24 hours of recording. Therefore, remaining relevant at upload.
- Rendered audio-only versions through Buzzsprout to all major podcast platforms, which increased viewership by around 15%.
- Managed the Squarespace website, which was extensively redesigned to create a more modern UI that focused on digital content. This increased site traffic by 20%.

Events & IT Coordinator

October 2016 – January 2020

- Managed logistics for in-person events and acted as Super Admin of the 10,000+ member HubSpot database.
- Increased average event turnout from 65% to over 90%. Accomplished by implementing new multi-level database queries to target those mostly like to come. Then utilising on-site soft skills to develop individual relationships and ensure these delegates always enjoyed a CSFI event.
- Cultivated strong working relationships with senior figures in large companies like Deloitte and Dentons to host a CSFI monthly series on issues such as FinTech, entirely for free.
- Despite each series costing them approximately £15,000 a year to produce, the number of monthly series collaborations increased from 3 to 5 since joining the Centre due to years of demonstrable, sustained success.
- Employed soft skills to create working relationships with commercial sites. Resulting in discounts that decreased average expenditure of non-externally funded events by 22%.
- These savings, plus the 2 additional monthly series, increased the number of events from 66 in 2016 to just under 100 in 2019 with no financial impact to the CSFI budget.
- Trusted to cover the vacant Programme Coordinator role. Tasks included partnering with the Director on developing future roundtables and rapport building with prospective speakers, to the point where they would speak for free. Success achieved allowed the Centre to take 6 months to find the ideal full-time candidate.

One Young World, London

Digital Content & Social Media Intern

June – September 2016

- Managed the OYW YouTube channel. Uploaded every new video with improved SEO and reformatted older ones to increase views, average watch time and new subscribers, by up to 1100%.
- Collaborated with OYW's leadership ambassadors on a video highlighting their philanthropic success around the world, since the 2015 Summit. This outperformed the following year's version by 500%.

EDUCATION

Meta Front-End Developer Certification – June 2023

University of Essex: BA in History and Politics, 2014 – 2:1