

# ALEX TREPTOW

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Front-End web developer & UI/UX enthusiast specialised in building pixel-perfect interactive websites/apps.

## SKILLS

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

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

## RELATED EXPERIENCE

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**Meta Front-End Developer Certification:** A 7-month course taught by Meta staff. Primarily covering HTML, CSS, JavaScript, React, Git and Figma. Completed in June 2023.

**Portfolio Website:** [www.treptow.dev](http://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 homepage (Bootstrap, JavaScript, Mapbox API)

## PROFESSIONAL EXPERIENCE

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**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, which averaged 10,000 views a month. A higher figure compared to the vast majority of the competition. Including 250% more views than 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. This turnaround was faster than any competition.
- Rendered audio-only versions 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 £20,000 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.

**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

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