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CURRICULUM VITAE

Profile

Fast-learning web developer with a background in marketing, a First Class Honours degree from Durham University, and a knack for all things digital. Having completed a comprehensive web development course whilst creating a professional eCommerce site for a client, I am now looking to grow and expand my skill set.

Skills

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|-----------------------------|--|
| Web Languages | <ul style="list-style-type: none">• Diligent user of HTML5 with a keen eye for compliant, semantic, and organised code• Experienced in converting my own designs to CSS3 from PSD, and adapting existing styles to create functional, appealing, and responsive websites• Creative user of JavaScript & jQuery• Beginner-level knowledge of the uses and value of PHP as a back-end language• Understanding and experience in use of Git version control software as a collaboration tool and back-up system |
| Frameworks & CMS | <ul style="list-style-type: none">• Employed Twitter Bootstrap to design and develop a responsive personal portfolio site• Created an eCommerce site using WooCommerce for WordPress, informed by my and direct experience of an online retail client's needs• Experience installing, setting up, and running essential WordPress plug-ins such as WPMultiLingual, WP All Import, and Yoast SEO• Familiar with Magento CMS, and advanced use of Amazon Seller Central |
| Other digital | <ul style="list-style-type: none">• Understanding of databases and self-taught SQL, with experience in their construction• Highly proficient in use of social media for business, including Facebook, Twitter, Pinterest, Tumblr, Google+, YouTube, and social media management systems Hootsuite and Buffer. Well accustomed to use of WordPress for blogs• Experience and trained in use of Google analytics, and familiar with Google AdWords. Experienced in use of Radian6 social media analytics• Practical user of Adobe PhotoShop• Proficient use of MS Excel and Word, including a good standard of VBA for Excel, used to create dynamic and powerful spreadsheets to streamline work processes• Self-confessed geek - I love teaching myself new software and programming languages (like GameMaker Language) and am always keen to pick up new digital skills! |
| Languages | English (native), Spanish (fluent), Italian (fluent), French (good) |

Education

- | | |
|---|--|
| University of Durham
Oct 2009 - Jun 2013 | First Class BA(Hons) Modern Languages and Cultures (Spanish & Italian) <ul style="list-style-type: none">• Particularly impressive results (80%+) in well-researched and professionally written critical analysis essays• Strong analytical skills developed on linguistic, cultural, and intercultural levels through study of literature, linguistics, history, art, and cinema• Recommended for Post-graduate study in Visual Arts, Film, or Literature• Spent a year abroad studying Spanish and Italian and teaching English in four different locations, gaining a wealth of interpersonal experience and becoming confident in my communication skills |
| Udemy Online
Jun - Aug 2015 | Complete Web Developer Course by Rob Percival
Available at www.udemy.com/complete-web-developer-course <ul style="list-style-type: none">• Self-taught a broad range of essential web development skills using this comprehensive video course as a guide - including HTML5, CSS3, Bootstrap, JavaScript, jQuery, WordPress, PHP, and more |
| Sleaford Joint Sixth Form
Sep 2007 - Jul 2009 | 'A' Level, 'AS' Level <ul style="list-style-type: none">• 'A' grade achieved in Maths, Spanish, French, and English Language at 'AS' and 'A' Level, 'A' grade in Critical Thinking at 'AS' Level (prior to introduction of A* grades) |

Employment

UOW Limited

(Online casual clothing retailer)

May - Aug 2015

Web Developer

www.universityofwhatever.co.uk

- Sole web developer in charge of new website project based on the Neighbourhood theme for the WordPress WooCommerce plug-in
- Planned the development schedule and organised my own research to a deadline, and collated all resources from the brand's Director, Graphic Designer, and web hosts
- As my first web build, I developed the site simultaneously with my own learning curve so the two processes mutually benefited each other
- Expanded on WordPress base functionality to add new back-end features for the client, including an import plug-in to manage stock, maintain product listings across multiple platforms, and import existing data into the site
- Created interactive, easy-to-use Excel worksheets with custom-coded functions for use by client to resolve a stock and listings management conflict with the existing Amazon-based store that would cost the business in man-hours and inaccuracies
- Used custom CSS to enhance the default styles of content pages to expand and enhance the brand's style and provided specification
- Working independently, resolved myriad issues facing the build through research, experimentation, and careful analysis - including issues with the theme and shortcomings with plug-ins

BANG+STRIKE

(Online retailer of men's underwear)

Aug 2014 - Feb 2015

Marketing and Social Media Assistant

- Responsible for producing and scheduling content for the site's numerous social channels, including Facebook, Twitter, Instagram, Pinterest, Tumblr, and Google+
- Monitored Google Analytics on a weekly basis for feedback on blog popularity, inbound links, and social media coverage. Also attended Google Analytics training
- Principal blog-writer, responsible for creation of interesting, creative, and SEO-friendly content on WordPress

Freelance work

Sep 2014 - May 2015

Copywriter, Blogger, and Social Media Consultant

- Took on a large project for **Patchworks.co.uk** (digital agency) writing enticing and descriptive landing pages for prospective clients and to optimise for SEO
- Optimised Amazon listings for **University of Whatever** and **Oneskee** for traffic, exposure, and conversion with convincing copy and measured experimentation
- Edited and rewrote customer communication for **Hampton Dean** chartered financial advisors according to their specification, making a complex subject intelligible for clients

Media

Measurement

(Social media analytics)

May - Jul 2014

Research Analyst Intern

- Quickly learnt to use Salesforce's Radian6 social listening system, assisting on two team projects to produce reports for client Reckitt Benckiser within my first week
- Acted independently to compile a list of recommendations for the improvement of the Radian6 software, optimising workflow processes within the company to save time and avoid inaccuracies
- Identified social media personas and how they interacted with the brand to advise the client on how to effectively engage different demographics
- Analysed and critiqued effectiveness of social media campaigns for FMCG brands, gaining insight on customer/market usage of social platforms

UOW Limited

(Online casual clothing retailer)

Aug 2013 - May 2014

Amazon Marketing Specialist

- Personally doubled the brand's Amazon traffic through significant breakthroughs in understanding the algorithm
- Regularly analysed sales, page views and conversion rates through weekly reports and the creation of a database, allowing the company to highlight problematic and successful listings
- Managed Amazon listings - adding new products, pruning old ones, and optimising existing products through CSV imports to ensure continuity and performance across the European and American platforms
- Responsible for all copywriting - the website, product descriptions, brand message - and communications with translators and web developers