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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

- Web Languages**
 - 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** to create interesting, dynamic web elements to improve a site's feel and functionality
 - 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**
 - Employed Twitter **Bootstrap** to design and develop a personal portfolio site, acknowledging the importance of responsive design for SEO, usability, and conversion
 - Created an eCommerce site using **WooCommerce** for **WordPress**, informed by my broad understanding and direct experience of a client's needs that goes beyond the specification
 - Experience installing, setting up, and running essential WordPress plug-ins such as **WPMultiLingual**, **WP All Import**, and **Yeast SEO**
 - Familiar with **Magento CMS**, and advanced use of **Amazon Seller Central**
- Other digital**
 - 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
 - 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** for wireframe design, creation of visual mock-ups, and essential modifications to graphics
 - 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)**
- 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

Udemy Online

Jun - Aug 2015

Complete Web Developer Course by Rob PercivalAvailable at www.udemy.com/complete-web-developer-course

- 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

- '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 Developerwww.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 necessary resources from the brand's Director, Graphic Designer, and web hosts to allow me to work efficiently
- 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 the site's numerous social channels, including Facebook, Twitter, Instagram, Pinterest, Tumblr, and Google+, and co-ordinating with the Marketing Manager and Creative Director to deliver the marketing strategy evenly
- Monitored Google Analytics on a weekly basis for feedback on blog popularity, inbound links, and social media coverage. Also attended Google Analytics training
- Enacted A/B testing on Facebook posts to find the most successful content formula
- 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, creating hundreds of iterations of a similar product page for optimal SEO
- Optimised Amazon listings for **University of Whatever** (loungewear retailer) and **Oneskee** (all-in-one ski suit retailer) for traffic, exposure, and conversion with convincing copy and measured experimentation
- Compiled and wrote justified and cogent finance applications, including business proposals, for University of Whatever, helping to secure funding for a new print studio
- Began a blog series for University of Whatever and simple social media strategy to create an online presence for the budding brand
- 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 media monitoring software, 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, and discovering opportunities for brand engagement for clients
- Planned and produced individual written snapshot reports for clients such as Unilever
- Employed language and cultural skills in order to analyse data from global markets in Spanish, Italian, and French

UOW Limited
(Online clothing startup)
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

Year Abroad 7 months in Spain, 4 months in Italy 2011-2012

Enforex (Spain)
Jul - Aug 2011

English camp language teacher

- Communication and teamwork skills challenged by co-ordinating large groups of teenagers with other tutors unsupervised by seniors.

University of Granada (Spain)
Sep 2011 - Feb 2012

Erasmus programme

- Significant time spent living abroad - studying in a different language and culture and socialising with other students from across the world

IIS Rolando da Piazzola (Italy)
Apr - Jun 2012

English language assistant (Secondary school in Italy)

- Clear communication and creativity essential for engaging teenagers in language activities, both planned personally and by others.

Europass (Italy)
Aug - Sep 2012

Intensive advanced Italian language course

- Cultural awareness and linguistic skills expanded whilst living and studying in Florence

For an example of my work and a portal to my various projects, have a look at my portfolio site www.adamlee.xyz - which includes a stage-by-stage description of the process I undertook to build it.