

### **Personal profile**

Experienced in a range of settings and roles I work to ensure the business has a clear understanding of customer needs, wants, and expectations. My drive to find smarter ways of working to improve business outcomes means I work hard and efficiently to maximise results and customer engagement and satisfaction.

I am currently retraining in web development. I have completed several SheCodes courses (Basic, Plus, React and Responsive). During these courses I have gained the knowledge to build a static, responsive website. I have also learnt Javascript and React and I am continuing to build on these skills.

To boost my portfolio and develop my skills I have been designing and building websites for artists. I have taken the original briefs and followed UX and UI principles to design their websites. I have used Figma to create wireframes and prototypes. I have then built the static websites on VS code that are responsive, accessible and SEO appropriate. My code is open-sourced on Github. <https://github.com/angharadcaswell/>

I am now completing a part-time diploma in full stack development with the Code Institute. During this course I will be learning front and back end and will be building 5 portfolio projects. Whilst I may not have the most experience, I am very determined, hardworking and love to learn.

Alongside this study I am an illustrator specialising in off-beat pet portraits, cards and puzzle designs.

### **Core competencies**

Creative thinker	Problem solver in complex situations	Data analysis
Web Development	Research and Development	Effective communicator

### **Relevant Employment History and Achievements**

#### **Operations Executive, Swoop Travel, Bristol. 2018 – 2020.**

##### **Key responsibilities:**

- Owning and coordinating all mass travel incidents and emergencies (I&E).
- Leading projects involving the customer service team.
- Training existing and new team members, and delivering company wide training on I&E.
- Creating and implementing new processes for the customer experience team, including identifying and researching necessary changes to improve efficiencies.
- Providing reports and analytics for the company to monitor workload, sales, and bookings.
- Coordinating and reporting Customer Relationship Management system's (CRM) tech bugs
- Previous role:Patagonia and Polar sales support

##### **Key Achievements:**

##### **1.Increasing the rate of customer feedback**

Customers weren't filling in feedback forms and we were losing out on this invaluable insight. I led a team through brainstorming, identified user groups, and created user stories to ensure appropriate communications. We quickly identified that some users were finding the complex form, sent by email off putting. This resulted in the adoption of a new process. Feedback from the MD was that I showed a mature understanding of customer needs.

### **2. Creating a new internal workflow tool**

Senior Managers needed to track people's workloads better, in order to iron out inconsistencies and spread out tasks more fairly.

I managed the small team of designers and developers in creating the new tool. As well as leading the team, I undertook the initial discovery which included conducting interviews, writing user stories and mapping the user journey. I analysed the performance data to evidence actual time saved.

### **3. Coordinating the rebooking of 77 bookings.**

Weeks before high season our main Antarctic partner went bankrupt requiring 77 paid up bookings to be effectively managed whilst protecting the company's finances and reputation.

I led the project to secure alternative holidays. I created spreadsheets to track KPIs, communications including securing customer trust and rebooking. I coordinated team members' work based on their strengths, workload, and relationship to the customers. I daily briefed senior management with KPI updates and a customer 'emotional barometer'. Most customers were happy and gave amazing feedback. I received the "Above and Beyond" award for hard work and project success. This tough project demonstrates my resilience, empathy, and determination.

## **Reservations coordinator, Loungers Ltd, Bristol. 2016-2018. Key responsibilities:**

- The planning of events and reservations for 7 Cosy Club restaurants and private dining rooms.
- Producing management reports to monitor each restaurant daily and like for like bookings.
- Liaising with the restaurant and management team to ensure smooth running of events.

## **Chalet Manager, Ski-Val, St. Anton. 2015-2016. Key responsibilities:**

- The smooth management and operation of 5 chalets, effectively problem solving all issues
- Staff training throughout the season and solely responsible for the management of 12 hosts.
- Managing budgets, feedback, and service standards in chalets.
- Organising and running team social events.

## **Maths and Education degree placement - 2012- 2013**

As part of my Maths and Education degree I:

- Worked one on one with students with special educational needs.
- Prepared and taught lessons.
- Created mathematical resources for a range of abilities and led small group learning activities.

## **Current Voluntary Employment (pre Covid19)**

### **1. Volunteer at Wave Project, Porthcawl. 2017 - present**

I work as part of the team taking young people from disadvantaged backgrounds and with learning difficulties from Bristol to surf in South Wales. Alongside a surf instructor I work one

to one with children to help them gain confidence and motivation through surfing. It is rewarding watching these challenging people learn to trust me and develop new skills.

**2. Snow-Camp, Gloucester. 2018 - present.**

I volunteer taking groups of young people from disadvantaged backgrounds to Gloucester Ski slope to help the young people grow in confidence, gain qualifications, and find jobs in the ski industry. I give presentations on my own experience of working in the ski industry and assist on the slopes and in the workshops.

**3. Adaptive skiing, Gloucester.** -I work as part of a team at Gloucester Disabled Ski Club to give people of all ages and variety of disabilities the opportunity to experience the fun and exciting sport of skiing as independently as possible.

**Education**

**Plymouth University 2010- 2013**

BSc (Hons) Mathematics with Education First Class Honours

**Cirencester College 2007-2009**

**A level**

Mathematics (B), English (B), Psychology (C)

**AS level**

Photography (B)

**GCSE 3x(A), 6x(B), 2x(C)**

**Professional qualifications**

- User Experience Design 5-day course at The School of UX
- SheCodes Basic
- SheCodes Plus
- SheCodes React
- SheCodes Responsive
- Managing Projects Successfully course at UWE
- Disabled Ski Awareness training Gloucester Ski Club.

**References**

Available on request