Luke Chandler

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Personal Profile

A dedicated and conscientious digital marketing practitioner and developer, with academic and industry experience in web design. Passionate about software development and determined to make a meaningful difference in the application development sector, using front-end technologies such as HTML, CSS and JavaScript. Flexible in approach, capable of working effectively with a team or independently. Enthusiastic to learn and grow in a progressive, and inclusive work environment.

Experience

Elevate Online, Leeds

Digital Marketing Executive   January 2021 - Present

- Technical SEO: Utilising skills in HTML, CSS and JavaScript to improve website quality, ensure responsiveness and optimise content to enhance online traffic and foster greater leads.
- Server-Side Maintenance: Ensuring automatic and manual website transfers, applying SSL encryption and constructing efficient databases via technologies such as MySQL.
- Technical Analytics: Using analytic tools to assess client company site performance, conduct audits, research campaign strategies and create comprehensive briefs for improvements.
- Technical Troubleshooting: Addressing technical issues regarding functionality and aesthetic using knowledge of languages such as JavaScript and its respective libraries such as Vue.JS.
- Content Management Systems: Applying digital technologies to improve user interfaces on company websites and other online profiles (e.g., WordPress, Visual Soft).

Education

Leeds Arts University

BA (Hons) Animation

- Key skills: Animation, video editing, audio editing, digital illustration, 3D modelling, 3D rigging, 3D rendering, Adobe Creative Suite, Autodesk Maya, photography, graphic design.

Skills

Language: English (native). Full UK Driving Licence.

Programming and Packages: HTML, CSS, JavaScript, jQuery, Bootstrap, SASS, Git, GitHub, Visual Code Studio, Adobe Creative Suite (Including Dreamweaver, Photoshop, Illustrator, Bridge, After Effects, Premier, InDesign, Animate, Acrobat), WordPress (including Elementor, Divi, Beaver Builder, WP Bakery), Visual Soft, Microsoft Office (including Word, Powerpoint, Excel), Hootsuite, Google Analytics, Ahrefs, SEM Rush.

Digital Marketing: SEO strategies and campaigns, SEO research, technical SEO, SEO analytics, copywriting, link building, social media marketing, website analytics, content marketing.

Qualifications and Accreditations

- Google analytics individual qualification.
- ETCAL level 1 diploma of introduction to digital technologies.
- BCS level 3 award in principles of coding.
- BCS level 3 certificate in marketing principles.
- Pre-apprentice, diploma in digital technologies.
- NCFE level 2 certificate in digital skills for work.
- NCFE level 2 understanding data protection data security.
- The fundamentals of digital marketing from the open university.