

# Charlotte Cameron - Junior Front-End Developer

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## About Me

I am a highly motivated digital professional, with an individualistic approach and a penchant for bright clothes.

I am looking to pursue a career in Front-End Web Development, as I love getting hands on with code and creating exciting online content.

## Makers Academy – May 2013 to August 2013

I was accepted onto Makers Academy, a highly selective and intensive 12-week course, to learn the fundamentals of web development. This included –

- HTML5, CSS3 (including Bootstrap) and JavaScript.
- Responsive web design and TDD.
- Git version control and project management.
- Agile, Lean and Kanban.
- Ruby, Rails and Sinatra.

For our final project (givr.org.uk) I worked as the lead front-end developer.

## Blue Hive – November 2010 to May 2013

I was a European Project Coordinator at WPP agency The Blue Hive (thebluehive.com/eu/), whose main client is Ford Motor Company. They are a fully integrated agency made up of people from Wunderman, Ogilvy and Mindshare. Whilst there I localised and deployed Microsites and Facebook applications for Ford's 24 European markets.

My day-to-day responsibilities involved any combination of the following –

- Implementing copy and structural amends to local market digital content (XML and HTML).
- Working with QA and Tech teams to spot and fix bugs.
- Direct correspondence with local markets.
- Providing digital solutions for individual market requests.
- Working on multiple bespoke CMS and online production tools.
- Collaborating with different teams to problem solve and deliver projects on time and to a high standard.
- Corresponding and maintaining a strong working relationship with our Microsite and URL Ford client, to ensure support when required.

## Additional Agency Experience

Whilst maintaining total commitment to my role within the Microsites Team, I was also able to work with other teams in the agency and go on training courses.

Extra experience and skills gained within Blue Hive include –

- Providing UX input for major projects.
- Research into the EU Cookie Law and presentation of the best solution to apply to all Ford online digital content.
- Working with the Email team to provide code amends (HTML and CSS) and deploy email campaigns.
- Working with Creative, Tech and UX to find solutions that take into account requirements for each team.
- Web Accessibility and Web Usability training.

- Responsive design research.
- Full responsibility for training team members.

## **Shark! – June 2010 to November 2010**

Straight after my degree I worked at a design and marketing agency called Shark! . One aspect of my work involved critiquing relevant ecommerce sites and their online marketing strategies, and writing competitor analysis reports. I am excellent at communicating technical concepts to non-technical professionals.

I was involved with various projects at the agency including –

- Shark's current website - HTML, CSS, PHP (sharkdesign.co.uk).
- Research, design and tech input for a Children's Designer Clothing e-commerce site.
- Overseeing development of a local school website.

Other tasks set by the team were logo design, CMS website updates, current and prospective client presentation, sales lead generation and account handling.

## **University**

I graduated in 2010 from City University London with a 2:1 in Multimedia and Internet Systems Engineering.

My degree modules included –

- Web Technology (HTML and CSS).
- Web Server Technology (PHP and MySQL).
- Computer Technology and Programming (C++ and C#).
- Object Oriented Programming (Java).
- Management.
- Digital and Wireless Communications.
- Web Services (XML, Online Security Attacks and Prevention).

## **Dissertation**

I developed an online PDP (Personal Development Planning) system for students. This was built using HTML, PHP, CSS and MySQL. The system had 3 key features –

- It allowed students to record their time at University and reflect upon what they had learned.
- It provided lecturers and students with a digital platform to interact and discuss feedback and information about course modules.
- It had a blog feature and allowed students to upload audio and video about their experiences at University.

## **Hobbies**

In keeping with my liking for bright colours I enjoy searching for 1950s and 60s furniture and giving it a new and colourful lease of life...the ultimate re-cycling project!

Although I have a passion for new systems and technology I also own two 1960s record players and appreciate their evolution from both a design and mechanical perspective.

I love listening (and dancing) to music and enjoy going to gigs in my spare time.

I am an enthusiastic follower of motorsport and regularly visit the Nürburgring in Germany.

## **The Future**

I want to continue to develop new skills and to make a significant impact and contribution wherever I work!