

Connor Roberts

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Professional Summary

I am graduating Coder Academy with a Diploma of IT in December 2022. I possess foundational skills in a variety of web development technologies including HTML, CSS, Javascript, Git, Ruby, Rails, React, Mongo DB, and Node. I also have a strong background in digital marketing and account management. I am seeking a full-time position as a junior fullstack developer with opportunity for skill progression and career development.

Work History

10/2020 – Present **Digital Marketing Executive**

Devote Digital – 156 Boundary St, West End

Digital Marketing Strategy

Social media campaign creation & optimisation

Search ad campaign & optimisation

Email campaigns & flows

Event marketing

Account management

11/2018 – 05/2020 **Project Manager & Marketing Coordinator**

The Sweatshop – 931 Stanley St, East Brisbane

Managing digital projects through complex workflows

Marketing funnel creation

Briefing & building social campaigns

Conversion rate optimisation

Utilising a range of marketing software (see cover letter)

Account management

Inbound sales

Client onboarding & support

03/2018 – 11/2018 **Sales & Account Executive**

Rokkit Performance Marketing – 251 Leitchs Street, Brendale

Responding to warm leads

Account management of client base

Identifying and building partnership opportunities

Up-selling existing clients

Generating own leads

08/2017 - 03/2018 **Inside Sales Representative**

Scout Talent Recruitment Software – 265 Coronation Drive, Brisbane

Identifying and building partnership opportunities
Generating own leads
Cold calling prospects
Building email nurture campaigns
Booking and conducting software demonstrations
Contract negotiation
Liaising with development team for complex integrations
Utilising Salesforce for account records and contracts

01/2014 - 01/2017 **Business Development Manager**

Australian Solar Quotes – 36 Agnes Street, Fortitude Valley

Sales

Account management

Identifying and building partnership opportunities

Staff recruiting and training

Updating and monitoring social media

Content creation

Invoicing

Education & Certificates

02/2014- 11/2015 *Queensland University of Technology*

Bachelor of Mass Communication

01/2006- 12/2010 *Cairns State High School*

Queensland certificate of education - Overall Position of 8