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| derrick ogoledigital marketing lead | | |
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| London | 07956155746 | <me@derrickogole.com>  Portfolio: <http://www.derrickogole.com> | | |
| summary |  |  |
| Key Skills |
| As a solution-focused individual, I am committed to developing beautifully designed websites that engage people, captures their attention, and tells a story. Having worked as a Digital Marketing Lead at BANG Edutainment – working across the organisation to develop their digital capabilities of the organisation, I have developed a personal interest in front-end web development. I have become committed to building personal and professional websites for people in my close network – including friends, family, and associates. I am looking to continuously develop my skills and career in front-end web development and most importantly, contribute to the development of the web and technology. |  | * html5 * css3 * javascript * github * digital marketing  attributes  * Organised * problem solver * analytical * entrepreneurial * disciplined * resilient * team player   **EDUCATION**  **September 2014 – May 2017**  BSc Marketing and Multimedia, 2.1  *Roehampton University, UK*   * WEB DESIGN * DIGITAL MARKETING * APPLIED MARKETING COMMUNICATIONS * PROJECT MANAGEMENT * MARKETING RESEARCH   **September 2011 – June 2014**  A Levels  *William Morris Sixth Form, London*   * English Literature * media * Business  interests  * website design * problem solving * travelling * filmmaking  References Jennifer Starzetz  *Research and Knowledge Management Coordinator at BANG Edutainment*  +44 (0) 7786798778  [jenny@wearebang.com](mailto:jenny@wearebang.com)  Uke Agwu  *Chief Operations Officer at BANG* *Edutainment*  +234 803 597 5509  [uke@wearebang.com](mailto:uke@wearebang.com)  Justin McLaren  *Founder of 8hwe Ltd*  020 3006 5872 / 07990 536 257  [jmclaren@8hwe.com](mailto:jmclaren@8hwe.com) |
| Professional experience |
| Digital Marketing Lead September 2020 – Present  *BANG Edutainment*   * Developed BANG's website development plan - ensuring the organisation has a long-term strategy to develop an interactive website that engages young people in activities and connects them to youth services. * Developed the organisations website wireframe and copy and liaised with a creative design agency to build the BANG website. * Manage and maintain BANG’s website using WordPress – conducting regular updates, including the website’s text, images, and layout. * Developed and implemented the organisation’s social media and communications strategy. * Developed the organisation’s graphic specification documents and branding guidelines – ensuring consistency in communication with internal and external stakeholders.   Graduate Communications Researcher June 2017 – October 2018  *8hwe Ltd*   * Supported the implementation of PR and social media strategies for Waltham Forest's bid for London Borough of Culture by implementing various social media methodologies to engage residents of Waltham Forrest based on the boroughs ethnic, gender, religious and social make up. * Provided research tactics and lines to take for the launch of Walthamstow Wetlands - including maintained an up-to-date journalist database of leading journalists from major publications such as The Times, The Independent and Evening Standard. * Drafted press releases and research briefings for clients in the education, transport, and technology sectors. * Conducted 30 social media audits for clients in the education sector. * Maintained an up-to-date digital cuttings file for education clients. * Trained senior members of the agency team in Adobe Premier Pro and established the agency's in-house video content capabilities. * Handled and safely stored personal data about clients - adhering to GDPR. * Took charge of office management including travel, expenses and purchasing. |
| VOLUNTARY WORK |
| Digital Marketing Intern August 2017 – November 2017  *The Beat London*   * Managed all the social media accounts for BANG Edutainment – including Facebook, Twitter, and Instagram. * Planned and created content for all of BANG Edutainment’s active social media accounts. * Designed a website wireframe for BANG Edutainment as well as sourced and liaised with web developers to create the website. * Carried out workshops on WordPress.org with interns at BANG Edutainment. * Created a social media style guide for online content – to ensure all content is consistent and adheres to the mission, vision and values of BANG Edutainment. |
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