

# Etana Strength

[Etanastrength@gmail.com](mailto:Etanastrength@gmail.com) | 07734415577

## Professional Summary

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As a motivated and enthusiastic professional, I am actively enhancing my skills in frontend development. With a background in website design, I have recently transitioned into the role of a frontend developer, where I am continuously expanding my skill set. Eager to learn and committed to professional growth, I am excited about the opportunities that lie ahead in this dynamic field. My abundant creativity is poised to be a valuable asset in shaping innovative solutions for future projects, ensuring client satisfaction.

## Education

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**Postgraduate in Events Management**  
of London

**London, England** University

## Experience

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**Taylor Alexander**

Mar 2022 – Jan 2024

### Digital Marketing

- Digital Marketing Manager at Taylor Alexander, an online real estate agency specializing in property sales, rentals, and land transactions.
- Led creative control for all digital and print marketing collateral within the organization.
- Conceptualized and designed the complete website for Taylor Alexander, managing ongoing updates and modifications.
- Developed and designed the company's logo to enhance brand identity.
- Managed selected social media pages, creating engaging content and posts to increase online presence.
- Produced print materials such as business cards and leaflets for employees, ensuring a cohesive brand image.
- Achieved successful outcomes, generating new leads and opportunities for creating websites and marketing materials for additional clients.
- Portfolio: [www.tayloralexander.uk](http://www.tayloralexander.uk)

## Projects

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### Grand Master Construction – Digital Marketing

- Secured Grand Master Construction as a client through successful collaboration with Taylor Alexander.
- Assumed the role of creating and overseeing the development of the London-based construction company's website, exercising full creative control.
- Designed the company's logo to establish a distinctive brand identity.
- Developed and produced visually compelling posters and flyers for Grand Master Construction's marketing campaigns.
- Contributed to the improvement of SEO and Google presence, enhancing the company's online visibility and reach.
- Portfolio: [www.gmcltd.co.uk](http://www.gmcltd.co.uk)

### Sapphire's Fashion House – Digital Marketing

- Collaborated with Sapphire's Fashion House, an online boutique specializing in women's apparel and accessories, to create a dynamic online presence.
- Designed and developed the boutique's website, aligning with the client's specific requirements and preferences.
- Crafted a distinctive logo for Sapphire's Fashion House, enhancing brand recognition and visual identity.
- Uploaded over 60 products to the website for retail, ensuring a comprehensive and visually appealing product display.
- Successfully met the client's brief, delivering a website and logo that received positive feedback and satisfaction.
- Portfolio: [www.sapphiresfashion.com](http://www.sapphiresfashion.com)

### Technical Skills

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**Proficient:** Html, CSS, Javascript

**Familiar:** React, AWS