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KEY SKILLS & STRENGTHS

Problem solving

Journey mapping

SCRUM

Insight extraction

Innovative thinking

Adaptability

LANGUAGES & TECH

coming soon...

RELEVANT EXPERIENCE

2021 Marketing Manager : Remap Consulting
- streamlining of business processes
- planning and set up of data flows between systems
- integration of tools and systems such as Mailchimp, Insightly, GA4 and Wordpress
- ideation and implementation of website UX improvements

2021 Strategy Lead : KDV-Growth
- ideation of custom solutions to solve client's business problems
- management of a team in integrating Shopify applications into existing client tech stacks
- conduction and preparation of UX website reports and recommendations

2020 Growth Marketing Strategist : KDV Growth
- integration of a Shopify application into existing tech stack, which now represents 1/3 of turnover
- coordination of UAT and preparation of testing scripts for a website migration

2019 Digital Marketing Placement Student : MSD
- ideation and management of the implementation of website UX improvements
- preparation of a variation of technical document-ation inc. FRS, QASR and QAP

EDUCATION

Bsc Marketing: First Class Honours
09/2016 - 06/2020
Including a score of 83% in Product Innovation module

Full Stack Development Course
University of Birmingham
03/2021 - 08/2021
6 months, 25h/week

Course with weekly app development assignments requiring, apart from the above a solid understanding and usage of:
- pagination
- web and server side APIs
- ES6 syntax
- OOP (object oriented programming)
-TDD (test driven development)
- modular coding
- moment.js & chart.js

PROGRAMS & SOFTWARE

LinkedIn: https://bit.ly/2UdxQHr
Github: https://github.com/dominikacookies