


BENEDICT SMITH

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SELECTED PROJECTS

[Trivia Forever](#) | 3 days, solo project

Stack: React | JavaScript | Node.js

A front-end website for quiz lovers. Tapping into a large trivia API, users can play and customize for different difficulties.

[votewatch](#) | 8 days, team of 6

Stack: JavaScript | React Native | Expo | PostgreSQL
Sequelize | Express | Node.js

A full stack [iOS app](#) that makes UK politics more transparent, using the House of Commons API.

[grumblebook](#) | 8 days, team of 6

Stack: JavaScript | React | MongoDB | Mongoose | Express
Firebase | CSS | Node.js | Cypress

A social platform that allows users to grumble with their friends.

CODING BOOTCAMP

Graduate | Makers Academy | Aug - Dec 2022

A selective, 16-week coding bootcamp. Designed to make career changers job ready for developer roles.

Skills Developed:

- **Full-stack environment:** Using stacks (such as MERN) to build projects with functional front and back ends.
- **Language agnostic:** Developing in JavaScript and Ruby, plus supporting stacks. Able to self-teach new languages & frameworks in short timescales.
- **APIs:** Leveraging existing APIs to power webapps, as well as knowing how to setup RESTful APIs from scratch.
- **Databases:** Learning to build both SQL and NoSQL databases using CRUD operations.
- **OOD & SOLID principles:** Ensuring code is clean, readable, and easier to debug and refactor.
- **Test Driven Design:** Scientific and behaviour-first approach to code, using integration and unit testing.
- **Agile:** Practicing Agile workflows during group projects, learning to adapt and evolve in real-time.
- **Collaboration:** 3x team projects & daily pairing mirrored real-life teams and working scenarios.

EDUCATION

BSc Psychology 2:1 | 2009 | University of Nottingham

SUMMARY

London-based Full Stack Engineer.

I enjoyed a 10+ year career in advertising, delivering innovative, effective, and award-winning campaigns.

Coding combines this creativity with an affection for tackling difficult problems with a systematic, analytical mindset, bringing well-honed soft skills and business acumen to a new profession.

Motivate by tech that improves lives or makes life more enjoyable, offering strong coaching and development opportunities.

WORK EXPERIENCE

Senior Account Director | Ogilvy

May 2019 – Feb 2022

- Led cross-functional teams to create and execute successful brand campaigns, increasing Australia's top insurer, AAMI's share of voice by 5%.
- [Cannes Gold Lion](#) for [Creative Data](#).
- Orchestrated AAMI's largest (\$2m+) [production](#) and innovated sector-leading social ads, beating KPIs 10x.

Account Director | The Outfit

May 2014 – May 2017 // Jan – Oct 2018

- [Campaign of the year](#) in 2018 with a campaign tackling online hate.
- Innovative [live-ad break](#) takeovers and [contextual](#) campaigns.
- Procured, negotiated with, and contracted talent.

Advertising Manager | giffgaff

May – Dec 2017

- Orchestrated giffgaff's annual brand activation, including film production, content curation & events delivery.
- Collaborated with product managers to improve website UX and reduce customer bounce rate.

Account Executive | adam&eveDDB

May 2012 – May 2014

- Researched and adapted global ad campaigns for international markets.