


BENEDICT SMITH

 benedict.smith87@gmail.com  [07541 784 011](tel:07541784011)  [@eggs-benny](https://github.com/eggs-benny)  [benedict-smith-21b00330](https://www.linkedin.com/in/benedict-smith-21b00330)

EXPERIENCE

Graduate | Makers Academy, London | Aug - Dec 2022

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

Skills Developed

- **Test Driven Design:** approaching code scientifically & behaviour-first, using integration & unit testing.
- **OOD & SOLID principles:** Ensuring code is clean, readable & easier to debug and refactor.
- **Databases:** Learning to build both SQL & NoSQL databases using CRUD operations.
- **APIs:** Using existing APIs to power webapps, as well as learning how to set up my own.
- **Full-stack environment:** Using stacks such as MERN, building projects with functional front & back ends.
- **Language agnostic:** Developed using Ruby & JavaScript, plus supporting stacks. Able to self-teach new languages & frameworks in short timescales.
- **Agile:** Developing & practicing Agile workflows on team projects, learning to adapt in real-time.
- **Goal-directed learning:** Setting goals, monitoring progress & reflecting made this learning experience efficient, enjoyable & effective.
- **Teamwork & Collaboration:** Daily pair sessions & team projects throughout boosted my teamwork skillset.

Senior Account Director | Ogilvy Melbourne

May 2019 – Feb 2022

- Leadership was vital when heading up teams to improve strategy and deliver brand campaigns for Australia's largest insurer, AAMI.
- [Cannes Gold Lion](#) in 2022 for [creative use of data](#).
- Oversaw AAMI's [biggest production](#): \$2m+ budget.
- Sector-leading social media & sponsorship output.

Advertising Manager | giffgaff | May – Dec 2017

- Developed campaigns for this telecom disruptor.

Account Director | The Outfit, London

May 2014 – May 2017 and Jan – Oct 2018

- [Campaign of the year](#) 2018 – against online hate.
- Innovative [live-ad break](#) & [contextual campaigns](#).
- Procured, negotiated with, and contracted talent.

Account Executive | adam&eveDDB, London | 2012 - 2014

SUMMARY

A career changer & bootcamp graduate, with over a decade successfully working to senior positions in advertising across two continents.

Coding excites me because it combines my creative background with my problem-solving mindset, as well as bringing my well-honed soft skills to a new role.

Interested in user-centric products, tech for good & roles that offer great development opportunities.

SELECTED PROJECTS

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

[iOS & Android app](#) designed to make UK politics more transparent, using the House of Commons API

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

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

A Facebook clone where you can grumble with your friends

Stack: JS | React | MongoDB | Mongoose | Express | Node | Cypress | Firebase | CSS

[Banking app](#) | 2 days, solo project

A solo tech test, demonstrating TDD and clean code

Stack: JS | Node.js | Jest

EDUCATION

BSc Psychology 2:1 | 2009

University of Nottingham