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 create and implement RESTful APIs.
- **Databases:** Building both SQL and NoSQL databases using CRUD operations.
- **Design principles:** Writing object-oriented code, adhering to SOLID principles.
- **Test Driven Development:** Behaviour-first approach to code, using integration and unit testing.
- **Agile:** Practicing Agile workflows during group projects, taking an iterative approach to writing software.
- **Collaboration:** Group projects and daily pairing mirrored real-life teams and working scenarios.

EDUCATION
BSc Psychology 2:1 | 2009 | University of Nottingham

LANGUAGES
English – Native | French – Proficient (ILR 2+)

SUMMARY
Hackney-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.

Motivated by sustainable tech and tech that improves lives, 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.