

BENEDICT SMITH

SOFTWARE ENGINEER

I am a professional full-stack engineer, who previously enjoyed a 10+ year career in advertising; delivering innovative, effective, and award-winning campaigns.

Coding combines this creativity with my systematic, analytical mindset, adept at tackling challenging problems. My soft skills and business acumen are well-honed, meaning I bring valuable professional experience to any role.

I'm motivated by sustainable tech and tech that improves lives, and am looking for companies that offer strong coaching and development opportunities.

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EDUCATION

Makers Academy

- **Full Stack Bootcamp Graduate**

University of Nottingham

- **2:1 BSc (Hons) - Psychology**

SKILLS

- ✦ **Fast learner**
- ✦ **Teamwork and pairing**
- ✦ **Empathic communication**
- ✦ **Innovative problem solver**
- ✦ **Proficient French speaker**

SELECTED PROJECTS

Trivia Forever

React | JavaScript | Node.js

A front-end [website](#) for quiz lovers. Tapping into a large trivia API, users can customize their trivia with different difficulties.

Votewatch

**JavaScript | Node.js | React Native | Expo
PostgreSQL | Sequelize | Express**

A full stack [iOS app](#) aimed at making politics more transparent, powered by the House of Commons API & a relational database.

Grumblebook

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

A full stack [social platform](#) that allows users to grumble with, and about, their friends.



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EXPERIENCE

Makers Academy

Aug - Dec 2022

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

Technical Skills Developed

Full-stack environment: Using stacks (such as MERN) to build projects with functional front and back ends.

Language agnostic: Programming in JavaScript and Ruby, plus supporting stacks. Developed techniques to quickly self-teach new languages and frameworks.

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.

Senior Account Director / Ogilvy, Australia

May 2019 - Feb 2022

- Led cross-functional teams to devise strategies and deliver successful brand campaigns, increasing Australia's top insurer's (AAMI) share of voice by 5%.
- Developed and implemented award-winning advertising, including a [Cannes Gold Lion](#) for [Creative use of Data](#).
- Innovated sector-leading social ads, beating KPIs 10x.
- Orchestrated AAMI's [largest](#) integrated production, with a budget of over \$2m.

Account Director / The Outfit, UK

May 2014 - May 2017 // Jan - Oct 2018

- Won [campaign of the year](#) in 2018 with a project targeting online hate.
- Delivered revolutionary campaigns including [live ad-breaks](#), for Assassin's Creed & Sam Smith, and [hyper-contextual](#) TV spots with global brands like McDonald's, Sony & Land Rover.
- Procured, negotiated with, and contracted talent.

Brand & Advertising Manager / giffgaff, UK

May 2017 - Jan 2018

- Arranged 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, UK

May 2012 - May 2014

- Helped develop new brand identity and produce big budget TV campaigns.
- Researched and adapted global ad campaigns for international markets.

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