Scott Gale

An innovative tech professional with a passion for learning new skills, having transitioned from the finance world into the web development and digital marketing space. Highly organised, with a knack for problem-solving through logical reasoning and keen attention to detail.

Leveraging my experience in analytical roles, I have honed strong communication and organisational skills, enabling me to develop and execute clear tactics and strategies to overcome challenges, whether working independently or within a team. Web development has gained me insights into successful UX and product design, bridging user needs with client objectives.

EXPERIENCE

Neural Edge — SEO, *Digital Marketing & Website Assistant*

DEC 2023 - SEP 2024

Supported digital marketing campaigns by optimising content for SEO, analysing performance metrics and improving UX to enhance engagement and overall brand visibility.

Various — *Part-time Freelance Web Developer*

NOV 2019 - PRESENT

Blonde Brothers Beer - solved website ecommerce issues allowing the company to be able to sell to the consumer directly and help streamline their data management in the backend.

Stockcube Research — *Global Equity Analyst*

MAY 2013 - JAN 2019

Using technical and quantitative analysis, produced daily trading ideas, weekly strategies and (long only) monthly strategies, across UK, Europe, USA and Asian markets.

EDUCATION

Hubspot Academy — *SEO Certification Course*

SEP 2024

Google Digital Garage — *Fundamentals of Digital Marketing*

MAR 2023

Flatiron School, London — *Full Stack Software Engineering*

JUL 2019 - NOV 2019

Edinburgh University — *Economic and Social History*

SEP 2008 - MAY 2013.

King's School, Bruton — *A Levels*

SEP 2002 - JUL 2007

PROJECTS

galejscott.com

My website that I continue to build and write to demonstrate my skills, interests and progress.

Paddock House
Hussey's
Marnhull
Dorset, DT10 1PD
+44 7525374953
galejscott@gmail.com

SKILLS

HTML, CSS, Javascript and React.

Ruby, Ruby on Rails and PHP.

SEO – Ahrefs, Screaming Frog, GA4 and GSC.

Exceptional communication skills.

Highly organised and excellent at problem solving.

Visual and critical thinker.

INTERESTS

Sports
Hockey, Golf, Tennis, Rugby, Skiing.
Keeping fit in general.

Reading
Keeping up to date in the tech world, Biographies, Thrillers, especially a good whodunnit.

Website Design
UX

LANGUAGES

English