

Key Skills & Experience

- Diverse international experience demonstrating the ability to adapt to new situations, having lived and worked in three countries.
- Experience in front-end web development and web content management as a Freelance Web Developer.
- Corporate marketing and advertising experience gained through a competitive internship at a Manhattan media agency.
- Experience in visual communication through academic minor in Interactive Media and a Graphic Design internship at Tibet Foundation.
- Excellent written and verbal communication skills with proficiency in establishing strong relationships with clients.
- Reliable and self-motivated, having volunteered with charities in both the US and the UK.
- Comfortable working both autonomously and as part of a team.
- Bilingual in English and Spanish, with intermediate level French.

Technical Skills

- Markup & Programming Languages: HTML5, CSS3, JavaScript, jQuery
- Development Tools: Bootstrap, MAMP, Sublime Text
- Content Management System: SDL Tridion Web 8.5, SDL Media Manager, WordPress
- Packages: Adobe Creative Suite and Microsoft Office
- Operating Systems: Windows and MacOS

Work History

Feb '18 - May '18

Content Author & Technical Delivery Executive

Spark44, Birmingham, United Kingdom

Spark44 is a global marketing and advertising client/agency joint venture with multinational automotive company Jaguar Land Rover.

Authored content in the SDL Tridion CMS for Jaguar and Land Rover websites.

Promoted to role of Technical Delivery Executive within two months, and continued to support authoring content.

Trained internal users and external market agencies, and acted as a friendly point of contact for any DX queries.

Troubleshoot issues within the CMS and tracked and prioritised incidents in a timely and effective manner.

Management of redirects, vanity URLs and Siteimprove policies to improve business critical website QA and accessibility scores across all markets.

July 2017 - present

Freelance Web Developer

Self-employed

Designed, coded and modified websites based on clients' specifications.

Determined design solutions and appropriate information architecture, and advised clients accordingly.

Utilised SEO best practices to improve organic search results.

June '15 - June '16

Graphic Design Intern

Tibet Foundation, London, United Kingdom

Tibet Foundation is a registered non-political charity working for and with the Tibetan people, both inside Tibet and across the Tibetan diaspora.

Communicated design concepts clearly to staff and trustees to create cost-effective promotional and educational material for both print and web.

Compiled and managed a database of thousands of photos, and created a guide that improved staff's ability to use and maintain the catalogue.

Prepared digital files for print and contributed articles to the charity's newsletter.

June '14 - Aug '14

Assistant Media Buyer Intern

Media Assembly, New York, NY, USA

Assembly is a marketing and advertising agency.

Assisted two managers to create a comprehensive media buying strategy based on metrics such as local network ratings, cost and target audience.

Quickly learned to use media buyer software and resolved hundreds of pages of pending make-goods to compensate the agency for misplaced advertisements.

Education

2011 - 2015

University of Delaware, Newark, DE, USA

BA Mass Communication

Minor in Interactive Media

Awards & Recognitions

2014 - 2015

Dean's List

2011 - 2015

Merit-Based Scholarship totalling \$16,000 awarded for academic achievement

Professional Development

Aug '14 - Nov '14

Volunteer

Water is Life Kenya, Newark, DE, USA

WILK is a non-profit organisation helping the Maasai people in southern Kenya gain access to clean water through various donor funded projects.

Developed a strategy to enhance the charity's website, citing the need to identify key users and improve usability.

Feb '13 - May '13

Office of Undergraduate Research & Experiential Learning, Newark, DE, USA

UREL provides students with opportunities to engage in creative projects and community-based research.

Selected from amongst several student applicants, I worked with a multidisciplinary team to design online information for the University of Delaware's 'Colored Conventions Project' website.