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Att: The Hiring Manager

**Hello.**

To whom it concerns,

This letter is to express my interest in the Freelance Digital Marketing Specialists role as listed on [indeed.com.au](https://www.indeed.com.au).

My background covers **marketing, e-commerce, digital marketing, SEO** and **social media** with organisations including **David Jones, Moët et Chandon, and Lacoste.**

I've put these skills to use to deliver best practice digital marketing campaigns, activations and events for clients across multiple industries in Australia and New Zealand.

I'm exploring opportunities where I can add value, with organisations that are passionate about software development and continuous learning whilst delivering my highest level of service and going the extra mile in all aspects of my career.

I'm eager to discuss opportunities that may arise. My resume is attached for your further review.

Kind Regards,

Luke Mico

# LUKE MICO

web developer | tech | creative

## // ABOUT ME

I'm a curious and eager **digital marketing specialist** keen to explore opportunities, develop my skill set and add value to organisations I work with. With a background in **digital, brand marketing, CRM, email marketing, CMS management, project management** and **social media** with brands including **David Jones, Moët et Chandon** and **Lacoste** I bring a wide range of skills that help me look at the 'big-picture' to solve coding problems.

I'm now following my passion for technology, digital and web development to make this a reality.

## // SKILLS

- Google Analytics
- Campaign Monitor
- Campaign Strategy
- Git/ GitHub
- Facebook
- YouTube
- Adobe Photoshop, Illustrator & InDesign
- Salesforce, SAP, Marketo
- HootSuite
- Test Driven Development
- SEM/ SEO
- Instagram
- Twitter

### Exposure To Below Technologies

- Angular
- Circle CI
- Jest
- NodeJS
- WordPress
- ES6/ Babel

## // EDUCATION

General Assembly | 2017

**Web Development Immersive**

Charles Sturt University | 2009 - 2014

**Bachelor of Business (Marketing)**

Skill Soft Learning | 2014

**Certified Associate in Project Management (CAPM)**

Shillington College | 2005

**Certificate IV in Graphic Design**

Whitehouse Institute of Design | 2002

**Bachelor of Design (Fashion & Textiles)**

## // EXPERIENCE

**MullenLowe Profero / Front End Web Developer** | May 2018 – present

My role is part of a front end development team that builds, maintain and support ongoing projects looking after the websites of one of the world's largest brands, I work closely with lead developers on **issue resolution, cross browser compatibility, unit testing, automated testing, version control** and **accessibility**, I'm responsible for ensuring projects are of the highest quality and internal standards.

**Pretty Digital / Junior Web Developer** | June 2017 – May 2018

In my first developer role, I developed my skills using **HTML5, CSS3 & JavaScript** to build websites, applications and email campaigns in an agency environment, integrating with **Shopify, Wordpress, Umbraco** and **Adobe** CMS platforms. As part of a developer team, I had exposure to version control using **Git/GitHub**, **test driven development** and cross-browser compatibility as well as working with **React, jQuery, AJAX, SASS** and **API's**.

**General Assembly / Web Development student** | March 2017 – June 2017

Transitioning career paths, I undertook the Web Development Immersive program to build my skills as a web developer. I learnt languages like **JavaScript, HTML, CSS, Ruby** and frameworks including **React, Angular, NodeJS** and **Ruby on Rails**, along with libraries including **jQuery, Ajax, Bootstrap, Backbone** and **Sass**.

**Giorgio Armani Australia / Digital Marketing Manager** | August 2016 – February 2017 (contract)

Implemented marketing planning & strategy for **loyalty, CRM, social media & email marketing**, leading a team of 2, using data to drive strategic decisions and deliver commercial gains across wholesale/retail channels in AUS/NZ

**David Jones Limited / Marketing Manager** | July 2013 – August 2016

Deployed integrated marketing campaigns across **digital, social & e-commerce** supporting commercial initiatives and overseeing a team of 3 marketing coordinators using **Salesforce, SAP** and **Google Analytics**. The role involved working with external agency partners across digital, creative and production to deliver key projects.

## // INTERESTS

- Technology
- Graphic Design
- Rock Climbing
- Travel
- Panda's

## // CONTACT ME

- **Portfolio** | <https://lukemico.github.io>
- **GitHub** | [github.com/lukemico](https://github.com/lukemico)
- **LinkedIn** | [linkedin.com/in/lukemico](https://linkedin.com/in/lukemico)
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