

Tori Keegan

MSc Computer Science

Sternhold Avenue, Streatham, SW2 4PF

T 07906 580057

toriakee@gmail.com

I am an ambitious graduate currently working towards an MSc in Computer Science at the University of Birmingham, looking for a role to combine my strengths and background of digital advertising with computing. My interest in digital and the evolving landscape are assets I would bring to any role along with my excellent analytical and problem-solving skills. My work experience to-date lies within the digital advertising and analytics industry; my current role is Product Manager at an independent media agency while I work towards my Masters. I am passionate about girls rights, previously working for a non-profit as well as undertaking voluntary work abroad. Last year I completed a Code First: Girls web development course and began teaching myself Ethical Hacking in my spare time.

EDUCATION

- 2017 - 2018 University of Birmingham: MSc Computer Science (Java, SQL)
2016 Code First: Girls. Intro to Web Development (HTML, CSS & Javascript)
2015 IPA Foundation Award
Google Fundamentals: PPC; Doubleclick; Display Advertising
- 2009 - 2012 University of Exeter: BSc Psychology (Hons): 2:1
Module highlights: Statistics using SPSS (Mark: 100%); Psychology of Gender
- 2002 - 2009 Tonbridge Grammar School
A Level: ICT and Computing (A), English Literature (A), Biology (B)
AS Level: Photography, Personal Finance, Economics
GCSEs: 10 GCSEs, 3 A* (inc English), 6 As (inc Maths) and 1 B.

EXPERIENCE

Product Manager: Entertainment Team - the7stars; London - May 2017 - Current: Freelance

I am currently product manager of a custom-made reporting dashboard for the Entertainment team at the7stars. The function of the tool is to provide music labels (Sony, Columbia, Atlantic) with a holistic view of their organic digital and advertising activity by pulling in activity from social and display platforms. My role is predominantly liaising with internal teams and external clients to define requirements, whilst working closely with developers to oversee correct and efficient delivery. The project is on-going; de-bugging and enhancing the usability of the systems.

Digital Marketing Executive - Plan International UK; London - March 2016 - April 2017 (FTC)

Plan UK is an international children's charity with a focus on girls' rights.

- Primary digital contact for the acquisitions team.
- Responsible for managing digital fundraising communications to acquire new child sponsors (PPC, Display, Social and E-mail marketing).
- Managed the migration to a new website: primary contact for Google Analytics, Google Tag Manager and A/B website testing to improve conversion rates and user experience.

Digital Display Executive - Total Media; London - March 2014 - March 2016

- Responsible for Display planning and buying across a range of DR and branding clients, including the Tate, English National Opera and British Heart Foundation.
- My role included all stages of planning and buying, from identifying the best digital solution for various clients; pitching new ideas and solutions to clients; troubleshooting ad ops and setting up campaigns via Double-click; working closely with the programmatic team for set

up, maintenance and optimisation of campaigns, and high-level reporting providing in-depth analyses of campaigns.

Volunteer, VSO; Tanzania - August - November 2015

I volunteered on a Youth Employability Programme in Mtwara (Tanzania) through the charity VSO.

- Teaching at VETA college and working with local entrepreneurs 6 days a week to improve help them grow their businesses, whilst living in a host home with a Tanzanian family.
- I was actively involved in community events management and leading 'Active Citizenship Days' in order to increase employability rates in Mtwara. This experience gave me a unique opportunity to immerse myself in a different culture whilst working to make an impact in the local community.

SKILLS

OOP: Java **Data:** SQL **Front-end:** Javascript, CSS, Bootstrap, HTML, Wordpress, VCB tool (Oracle) **Statistics:** SPSS **Google:** Analytics, Tag Manager, AdWords, GDN, Doubleclick for Advertisers (DFA) + AdOps (floodlights, reporting, troubleshooting, creative). **Microsoft Office:** Word, Excel, Powerpoint, Access, Publisher. **Adobe:** Photoshop **Linux:** Kali, Ubuntu.

Digital advertising: Programmatic, native, video, GDN. PPC - Adwords & Yahoo! Bing network. Email - MailChimp. **Social Media:** Facebook for Business, Twitter Ads, YouTube, Snapchat, Instagram.

OTHER EXPERIENCE

Hospitality

Waitress/Barista - Montagues Café, Tunbridge Wells, UK – 2013-2014

Waitress/Barista – Taste Café, Sydney, Australia – 2013

Bar Supervisor – Arena Nightclub, Walkabout Pub, Exeter – 2009 – 2012

Delicatessen Sales Assistant, Waitrose, Tonbridge, UK – 2007-2009

Retail and Customer Service

Brand Manager, Ralph Lauren; Hoopers Menswear, Tunbridge Wells – 2012-2013

Sales Consultant, Urban Outfitters, Exeter – 2012

Research

Psychology Research Intern, University of Exeter; 2011

Editorial Assistant, Wilmington Publishing, London, 2009-2010

VOLUNTEERING

Ongoing Thomas Pocklington Trust for the visually impaired. I volunteer one on one with service users guiding them at events they may have previously not been able to attend without the help of a volunteer.

2016 Love to Learn (Mentoring/Teaching) - I mentored a Somali refugee, helping her study for her GCSE exams and gain confidence speaking English.

INTERESTS

Travelling: I enjoy experiencing different cultures, learning about different lifestyles and overcoming challenges. I've completed a round the world trip and have embarked on various solo budget travel expeditions.

Socialising & events management: I was part of the events management committee at Total Media, organising seasonal events and monthly socials for the company. At university I was elected events manager for Psychology Society.

Fitness & challenges: I am hoping to complete the Dartford 10km swim in 2019, following a successful 2 mile Thames swim last year. I'm also a recent member of the Triathlon team at university and regularly participate in team sports, runs and love the outdoors.