
SAMUEL MOORE

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Personal Statement

I am an ambitious, hardworking individual based in Banbury with an interest in technology, IT and Digital Marketing. I have a range of experience within Digital Marketing, from Search Engine Optimisation to Front and Back-End Development and have been involved in the creation and marketing of many websites across many sectors after working for multiple Digital Marketing Agencies. My past experiences in IT, including teaching myself how to code and working within the industry, mean I am familiar with programming languages as well as software programs used by businesses both within and outside Digital Marketing. I am very confident with the use of technology and match that with good communication and organisational skills.

Through working across the Digital Marketing sectors, I have gained significant experience in Search Engine Optimisation, Email Marketing, Social Media management, Website Design and Development, Paid Advertising and content creation. I have been involved in the creation and implementation of various marketing campaigns and have worked with many different businesses to help achieve their vision, objectives and goals with a focus on creativity, key performance indicators and conversion-based success. I pride myself on my ability to going further than the initial brief and am always looking for new opportunities and ways to improve.

My experience has made me a good organiser who is used to juggling large workloads and completing tasks to strict deadlines. I am very familiar with business-to-business communication, leading formal and informal presentations to senior management teams and other stakeholders, as well as taking part in training sessions as both the instructor and the learner. This has involved me producing bespoke training materials to help colleagues and clients engage in systems and processes. I have always taken an interest in business development, teaching, coaching and mentoring others as part of my job and consider myself to be a good team player, going above and beyond in my role to help others and inspire a positive working environment.

Skills and Technologies

Personal Skills

- Strong communication skills, both in groups and one-on-one
- Attention to detail
- Good organisation
- Quick learning
- Time management
- Strong work ethic
- Ambition and desire to learn new things
- Caring of others and their needs
- Training and presenting skills

Programming Languages, Technologies, Content Management Systems

- HTML5
- CSS3 (SCSS, Bootstrap 5, Mobile-First Design)

- JavaScript (jQuery, NodeJS, AngularJS, JS Canvas)
- PHP
- ASP.NET
- C++
- SQL
- WordPress
- Magento
- Spotify
- Visual Studio

Digital Marketing and Business Experience

- Search Engine Optimisation
- Responsive Website Design and Development
- Online Marketing Campaign creation
- Google Analytics
- Google Ads
- Social Media Marketing
- Campaign Artwork Creation
- Presentations and Team Meeting Experience
- Networking
- Problem-solving (both individually and with part of a team)
- Standardisation processes
- Mentoring and tutoring new team members
- Communicating and presenting directly to clients

General IT Experience

- Microsoft Office applications (Word, Excel, Outlook, PowerPoint)
- Adobe applications (Photoshop, Dreamweaver)
- Text applications (Sublime Text, Visual Studio Code)
- Business social media use (Facebook, Twitter, Instagram, LinkedIn)
- Communication applications (Skype, Slack, Teams)
- Project Management applications (Basecamp, ClickUp, Custom, Monday)
- Versioning applications (GitHub, Vault)
- E-Learning and E-Portfolio platforms

Work Experience

Front-End Designer - Bluesky Interactive Ltd

2017 - Present

In recent years I have been working with a Digital Marketing Agency called Bluesky Interactive, who specialise in building and marketing websites for car dealerships. My role within this company has seen me play a key role in the building, maintaining, and marketing of various websites and become a key part of a large team who work with some of the leading car dealerships across the United Kingdom. With such a wide range of services and responsibilities, no two days are the same and I have enjoyed the variety of work that the job has brought me.

As part of my responsibilities, I work on a daily basis with a high caseload for a range of our clients to build and maintain websites, implement marketing campaigns, and create innovative marketing solutions for our clients. This job requires day-to-day use of front-end programming languages as well as working with bespoke back-end systems built on ASP.NET and specifically designed for car dealerships. We also make use of GitHub and a range of popular development tools. The job involves regular use of Adobe software such as Photoshop and Dreamweaver, as well as Microsoft Office applications.

My role has allowed me to demonstrate many skills, including managing a heavy caseload of tasks which have to be completed to a deadline, communicating and working with many departments to

accomplish goals and being a positive and productive team player. I have played an active role in the integration of new members and training them on our bespoke systems and processes. I have a responsibility to constantly liaise with the company Senior Management Team and the business client base delivering formal and informal presentations both face to face and online.

Digital Marketing Executive - 8-Digital Ltd

2015 - 2017

I first joined 8-Digital to complete a Digital Marketing Apprenticeship and to gain valuable experience within a local Digital Marketing agency. At 8-Digital, I had a range of Digital Marketing responsibilities within a small and close-knit team. These included building and maintaining websites to a brief provided by a client, improving website Search Engine Optimisation, managing Social Media accounts and overseeing and managing external developers. I was chiefly in charge of all development practices at the business, and this was a role which required strong management, communication, and time-keeping skills. This role also required me to communicate directly with clients and present myself and the business in a professional manner.

As a result of managing all development activities, I had to show great organisational and time-management skills, as well as great communication with both other team members and the clients we worked with. My work with websites allowed me to put my self-taught knowledge of programming languages to use in a role which required both front and back-end work.

The websites we build principally used the Content Management System WordPress, but also used others such as Magento and Shopify. I worked primarily with PHP as a back-end language. Outside of development, I played an important role in the creation of SEO and PPC campaigns for our clients and independently created email campaigns for both internal use as well as for clients. This job required frequent use of both Adobe and Microsoft Office applications, as well as Basecamp, Skype, and Slack.

Training and Assessing Assistant – Work Experience

Various

I have been fortunate that I have a mentor that has over 10 years' experience of delivering apprenticeship qualifications. It is through this opportunity I have been able to see first-hand how the whole apprenticeship programme unfolds from Onboarding to Gateway and onto EPA.

I have attended various work experience opportunities over the years to familiarise myself with training and assessment. The first of these was going to the ITV Studios in Manchester to observe and assist in the delivery of Management qualifications to senior managers. It was through this experience that I first decided that this was a line of work I wished to one day go into and have kept a keen interest in this career choice ever since.

A very recent example of experience in training and assessment was being given the opportunity to attend and assist my mentor in the coaching and training of an apprentice undergoing training towards the end of the qualification programme. I was able to gain valuable experience in coaching and mentoring with a learner by carrying out both a Mock EPA Skills and Professional Discussion Tests producing evaluation documentation.

E-Commerce Intern – BrightHouse Ltd

2014

Whilst attending Sixth Form I took the opportunity to take an internship during my summer break. Due to my interest in technology and Digital Marketing, I was able to secure an internship at BrightHouse after impressing them in an interview. I spent several weeks working with their Digital Marketing team, gaining vital experience in not just Digital Marketing but also office work culture.

This opportunity helped me to pick up knowledge in regards to Web Development, Search Engine Optimisation and the role of Marketing campaigns within modern businesses. My experience during my internship convinced me that I wanted to enter into Digital Marketing as a career path.

During my Internship, I got to work with both the Marketing and Web Development departments, taking part in numerous meetings and creating presentations for upcoming marketing campaigns. I also took the opportunity to understand the inner workings of a national organisation and the expectations that such an environment brings.

Human Resources Work Experience – Cherwell District Council

2014

Whilst I was attending Sixth Form, I took an opportunity to do work experience with Cherwell District Council as part of their Human Resources department. I thought this would be a great way of learning about how organisations work and understanding office culture. I saw this as an opportunity to meet new people and try new things, something I have always tried to do.

During this work experience, I got to work with part of a team of people, taking part in meetings as well as responding to phone calls and emails to help manage a heavy workload. This experience helped me to understand Human Resources and its role within organisations, as well as the sort of issues encountered and dealt with by the department. I enjoyed the opportunity to learn about working productively as part of a team and communicate effectively with individuals across an organisation.

Qualifications

GCSE (2013)	A Level (2015)	
English Literature	B Business Studies	C
English Language	C Media	C
Maths	C English Language	C
Additional Science	C	Additional Qualifications
Drama	C Digital Marketing Level 3	Pass
ICT	C Assessing Vocationally Related Achievement (RFQ) Level 3	Pass

References

Available on request.