

JACK DESMOND
West Yorkshire
Postcode: WF9
United Kingdom
Mobile Number: 07949235764
Email: Techidesmond@gmail.com

Portfolio:
<http://www.desmonddigital.com/>
LinkedIn:
<https://www.linkedin.com/in/jack-desmond-2990a0116/>

Personal Profile:

I am a self-motivated, enthusiastic, and creative person who spends my learning about the latest trends in Digital Marketing and continuously upskilling myself by discovering new tools to make my job more efficient.

Having excellent analytical skills and strong organisational skills, I can use my own initiative and work well under pressure. I am confident in my ability to deliver results that meets clients requirements. I like to be creatively disruptive in the way I achieve them!

Being extremely passionate about Digital Marketing is what motivates me to succeed. And with this opportunity, I am keen to advance my career further.

Key Tech Skills and Platforms used:

HubSpot Suite Competency, familiar with Social Media platforms I.e. LinkedIn, Facebook etc, SEO, Copywriting, Discord, Slack, Canva & Clipchamp, Monday.com, MS Office, WordPress (HTML & CSS knowledge), AI tools such as ChatGPT, Email Marketing, Ads, Funnel Hacking.

Education and Qualifications:

Level 3 Apprenticeship in Web & Software Development, Full UK Driving Licence, ABA Level 2 Boxing Coach, GCE Applied ICT A level Double Award (grade BB), 8 GCSE's A-C including English and Mathematics.

Work Experience

International Institute of Digital Marketing™ (Feb 2023- May 2023) Digital Marketing Analyst

Job highlights

- Produced various types of content regularly for the company through blogs, podcasts and social media posts through software such as Canva and Heropost.
- Designed a content calendar to schedule content in a timely manner and build brand presence.
- Acquired off page and on-page SEO techniques to increase page search rankings.
- Created a digital marketing strategy to achieve key KPI's and business goals.
- Google Analytics, Facebook/LinkedIn/Google ads strategy plan to generate leads.
- Conducted A/B tests to gather research and determine best data led strategy.
- Undertook competitor analysis and research in the market to create solutions of substance.
- Key business messaging copywriting done to improve company standing.
- Organised the marketing team through schedule meetings and created energy within the team to achieve our results.

WYWM (March 2022-November 2022)
UK Regional Marketing Coordinator/ User Growth Specialist

Job highlights

- Rebuilt the company and client websites in record speed - spending 4 days and 4 nights to achieve this.
- Created Ads, Copy and Creatives for social platforms such as LinkedIn, Facebook & YouTube etc that resonated with the clients target audience.
- Executed successful Marketing campaigns gaining both B2C & B2B users.
- Optimised Marketing Funnels/Workflows to increase effectiveness significantly by analysing the data. This was part of a retention strategy.
- Email campaigns to keep users engaged on the platform and nurture them to perform desired actions.
- Produced social media content to increase engagement to drive traffic to special events for both internal and external use.
- Created content calendar to meet client demands and organises post schedules.

- Social Media Management of social platforms including Facebook & LinkedIn.
- Original Meme expert using Canva skills.

WYWM (October 2021-March 2022)
Career Success & Instructor & Hack Manager.

Job highlights

- Called candidates and welcome them to the company, explain the ethos and listen to their story while recommending a tech career that matches their personality and skillset so that they feel confident to take the next steps. Also helped them with motivation.
- Made course improvements to make them more accessible to neurodivergent people, engaging and interactive.
- Built from scratch & delivered a Web Development live bootcamp to a number of students which got a great reception gaining a 10/10 rating.
- Onboarded new Employees into the company and provided them with a real problem.

Other Notable Roles

Cyber Helpline (22th March 2021-Present)
Voluntary Web Developer

Achievements/Hobbies and Interests:

- Became CEO for 2 days for WithYouWithMe after competing in a AoE's 4 match.
- Love Crypto, in particular, the self-empowerment it gives users and all its different use cases.
- Passionate about Growth Marketing the "right way" and social media developments.
- Learning about new developments about the social media algorithm changes.
- Passionate about history (anything with ancient Romans/Greeks I especially love).
- ABA Level 2 Boxing Coach.
- Apprentice of the week multiple times throughout my level 3 apprenticeship.

References:



19 October, 2022

To whom it may concern,

I'm pleased to provide a recommendation of Jack Desmond, based off my time working with him at WithYouWithMe.

As the Marketing Coordinator for the UK arm of our business, Jack has delivered key marketing support and services both regionally to the UK, as well as to our global markets including Australia and Canada.

During this time, Jack has proven to be a highly engaged and committed employee and a supportive and delightful colleague. His key responsibilities have included (but not been limited to): delivering B2B lead gen campaigns, B2C digital engagement programs, supporting social media content (both organic and paid) and being a key contributor to the core internal comms program around onboarding new team members.

In my opinion however, Jack's legacy at WithYouWithMe has been championing our neurodiversity program, which has sought to provide free training and job placement opportunities to neurodivergent candidates in the UK and around the world. In this capacity, Jack has helped shape key messaging, engaged with very specific customer segments and also acted as a company spokesperson in media, including a published article in Autism Eye magazine.

Jack is always willing to give things a go and learn new skills – and he actively seeks to improve his own performance every day. In particular, I've found his self-awareness, his ability to reflect on his own and his team's performance, and his ability to provide insightful and meaningful feedback very impressive.

We are very saddened to be losing Jack from our business but know he has great value to offer in his next career move. I am happy to provide any further information you require – and wish Jack the very best for the future.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Alicia', is located below the 'Sincerely,' text.

Alicia Kouparitsas

Chief Marketing Officer

E: alicia.kouparitsas@withyouwithme.com

P: +614 373 94600

Jack Desmond
17th October 2022

LETTER OF RECOMMENDATION – JACK DESMOND

I have had the pleasure of working with Jack in my capacity of Global Head of Onboarding, where Jack supported my team in providing problem statements and support for our new staff with the planning and presenting of their solution to the company CEO.

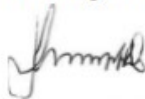
In delivering this support, Jack has been a rock for our new hires in providing clear and concise instructions, while considering learning styles and the needs of neurodiverse staff. The support that Jack provided to UK and North American staff provided an essential tool for them to go on and provide their solution to a real time problem faced by the company; Jack was able to draw on his own experiences from his day in the life of a CEO and provide examples that our new staff could relate to. This effective working manner rightly earned him the praise regularly received in feedback surveys from our new staff during their Onboarding phase.

Ever adaptable, Jack always makes time in his calendar to suit the time zone of new members of staff, often meaning that he works outside of the core hours for his region; this commitment in delivering his responsibilities sets him out from the crowd and has earned him laudatory appreciation from his manager and team as well as the gratitude of all who engage with him as a matter of course.

I would say I take pleasure in providing this letter of recommendation; however, it saddens me that Jack is leaving WithYouWithMe following a restructuring, which had resulted in fewer resources being required in his parent team. Jack's performance is outstanding in everything he does, and any future employer will be taking on an asset who will not disappoint and will succeed in any given task.

I would be happy to follow this letter up with a call, where necessary and have provided my details below.

Kind regards,



Jason Curtis

Global Head of Onboarding

Telephone: 01225 591133

Email: jason.curtis@withyouwithme.com



Jack Desmond
15th September 2019

Employment Reference,

Jack has a fantastic attitude to learning and improving himself as a web developer. In our time together, he was always keen to pick up new skills and never shyed away from a challenge.

Jack's main duties were to help the team implement front-end changes and new functionality to existing and in-development websites. Other duties included making backend changes to WordPress sites using PHP and ACF fields and also assisting in managing their content and assets. Once settled into a familiar work-flow, Jack carries out tasks in a very focused manner and to a high standard whilst always taking pride in the work he carries out.

Having the pleasure working with Jack and seeing his progression first hand allows me to confidently recommend him to any organisation looking for an enthusiastic Junior Developer who works well in a team and is eager to constantly improve.

Yours sincerely,

A handwritten signature in black ink that reads 'Mathew'.

Mathew Sun
Head of UX & Development

Managing Director

A handwritten signature in purple ink that reads 'Sean'.

Sean Woffinden
IT Systems Manager
swo@hallcrossacademy.co.uk