

# Aaliyah Padmore

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## JUNIOR WEB DEVELOPER AND DIGITAL MARKETING SPECIALIST

### Personal Profile

Highly motivated and detail-oriented professional transitioning from accounts payable to web development and digital marketing. Leveraging 5+ years of experience in finance to bring strong analytical skills, attention to detail, and business process understanding to drive online presence and marketing strategies. Eager to apply technical skills in HTML, CSS, JavaScript, and Python to develop and maintain company websites while implementing comprehensive digital marketing strategies.

### Technical Skills

- Web Development: HTML5, CSS3, JavaScript, Python
- Digital Marketing: SEO, SEM, Social Media Marketing, Content Creation
- SEO Tools: SEMrush, Moz Keyword Explorer, Google Keyword Planner
- Database Management: SQL, MySQL
- Version Control: Git, GitHub
- Design Tools: Figma, Adobe Photoshop, Spline, Canva

### Professional Development

#### **Content Creation & Digital Marketing Externship** (Sep 2024 - Oct 2024)

- Mastered essential SEO tools including SEMrush, Moz Keyword Explorer, and Google Keyword Planner
- Conducted keyword analysis to identify high-impact keywords and develop effective keyword strategies
- Created keyword maps to enhance online visibility and improve search engine rankings
- Aligned content strategies with SEO and business goals to maximize engagement and conversions
- Utilized AI tools like ChatGPT for efficient and effective content creation
- Developed copywriting skills to craft compelling website copy and engaging marketing materials adhering to SEO best practices

### Projects

#### **Interactive Dance Style Discovery Game**

- Developed a web-based application using HTML, CSS, and JavaScript
- Implemented user interaction features to personalize dance style recommendations
- Demonstrated front-end development skills and created an engaging user experience

#### **Responsive Music Player**

- Built a web-based music player with HTML, CSS, and JavaScript
- Implemented playlist management and audio visualization features
- Applied DOM manipulation and event handling in JavaScript
- Created an aesthetically pleasing and functional web application

## **Education**

### **Level 3 Skills Bootcamp Web design & social media** (Sep 2024 - Current)

- Branding & Strategy
- Website creation
- SEO & Analytics
- Content Marketing
- Social Media
- Image & Video editing

### **Level 3 Skills Bootcamp in Software Development** (Apr 2024 - Jun 2024)

- System Development lifecycle and Methodologies
- HTML / JavaScript / CSS
- Database Design
- Python

## **Professional Experience**

**Nandos Chickenland Ltd** Purchase Ledger Assistant Oct 2022 - Mar 2024

- Managed high-volume transactions, demonstrating strong organizational and analytical skills
- Identified and resolved discrepancies through effective communication
- Reviewed and suggested improvements to existing processes, showcasing initiative and a continuous improvement mindset

**Morleys Stores Group Ltd** Purchase Ledger Assistant Jun 2019 - Jun 2022

- Processed invoices using bespoke accounting software, demonstrating adaptability to new technologies
- Collaborated with internal departments, showcasing teamwork and cross-functional communication skills

**Q-BOT Ltd** Finance (Apprentice) Assistant Mar 2018 - Mar 2019

- Created draft bills on Xero, demonstrating proficiency in accounting software
- Assisted with month-end planning and report generation, showcasing analytical skills

## **Hobbies & Achievements**

### **Google-Hosted Hackathon Participant**

- Contributed to UI/UX design in a two-day intensive hackathon hosted by Google
- Collaborated with a team to develop innovative solutions under time pressure
- Applied design thinking principles to create user-centric interfaces

**Graphic Design:** Created logos and website elements, developing a strong sense of aesthetics crucial for designing user-friendly interfaces

**PC Building:** Hands-on experience in hardware assembly, enhancing technical problem-solving abilities

**Dancing:** Quick learner and adaptable to new challenges, valuable traits in the fast-paced tech industry

**Travelling:** Developed adaptability and cultural awareness, essential for working in diverse team environments