

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
	<ul style="list-style-type: none">• 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
	<ul style="list-style-type: none">• 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
	<ul style="list-style-type: none">• 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