A creative, driven and upbeat digital experience producer with a background in business development and service delivery.

People are my passion and I get on well with a wide spectrum of both business and technical people. I have strong listening skills, am able to steer a conversation and have convincing and persuasive communications skills.

Having trained as a front end developer via General Assembly in early 2015, I have a strong grounding in all things web. I am confident in my design skills and am an able coder in HTML and CSS. My confidence with JavaScript (including jQuery and Angular.js) is growing.

Please feel free to explore my web work to date via [www.bramdaw.com](http://www.bramdaw.com/). It is a work in progress and I am regularly updating, breaking and rearranging it, but it should give you a better feel for my character and passion for this industry.

**Employment History**

**July 2016 - Present**

**Myer – Melbourne, Australia**

**Freelance eDM developer**

Engaged by the digital team at Myer, Docklands, on a freelance basis to develop emails during a busy period – new store opening and a campaign launch in partnership with the Salvation Army.

* Take PSD e mail designs, slice and optimise assets, develop emails. (+/- 2 / day)
* Test e mails in Litmus and ensure they are perfect across all modern email clients.
* Launch campaigns using Taguchi mail. Report on performance.
* Create landing pages on the Myer website via WICM with details of promotions, terms etc.

**October 2015 – June 2016**

**Latitude Financial – Melbourne, Australia**

**Digital Experience Producer**

Latitude Financial Services (formerly GE Capital) offer credit cards, personal loans and sales finance and have over 2.5 million customers across ANZ, employing 2,200 staff.

As a digital experience producer, this role includes a lot of stakeholder contact, negotiating achievable designs, deadlines and schedules. Once agreed, I have full developmental responsibility for eDMs and landing pages, seeing them through to deployment and reporting on their success. I represent the team at regular meetings and ad-hoc operations events. We use a Kanban wall and the Agile methodology to keep the team organised and efficient.

**eDM Campaign execution**

* Receive briefings from marketing team on planned eDM campaigns
* Code the eDM (HTML/CSS) using templates where available.
* Cross browser / e mail client / device testing via Litmus.
* Liaise with stakeholders and retail partners to receive signoff.
* Setup, manage and deploy campaign via Oracle Responsys (version 6).
* Liaise with Analytics team to report on performance of eDM, conduct A/B testing etc.
* Use RPL (Responsys Personalisation Language) to generate dynamic subject lines and copy for personalisation within campaigns.

**Front-end Development**

* Produce landing pages for promotions, new products and rebrand using HTML, CSS, JavaScript, jQuery and PHP.
* Manage stakeholders and maintain communication across multiple contacts.
* Run Gulp and Grunt for task automation.

**Web content management**

* Update copy across all websites as per requests via ticketing system.
* Slicing and optimising assets with Adobe Photoshop.
* Use Gitlab and SourceTree for version control and staging.

**August 2008 – October 2015**

**Hays – Melbourne, Australia**

Hays are Australia’s largest specialist recruiter and have operations in 33 countries worldwide.

**Section Manager – July 2013 – October 2015**

Promoted to the role of section manager in July 2013, my responsibilities continued as per previous years but grew to also include;

* Developing a strategic sales plan and drive sales initiatives across the business
* Brief and motivate staff in preparation for sales drives
* Representing Hays at industry events

As a successful member of the Melbourne IT recruitment team, I have built lasting relationships with a range of clients, with three enterprise clients accounting for over 80% of my fees. Over FYs 2012-15 I have averaged $586k in gross profit.

I also produced graphics to use on social media and videos to build energy for business development drives.

In addition to my day to day work as a senior member of our team, I have enjoyed playing a key role in building the culture at Hays, acting as social secretary – I have organised many team nights out including curling, rock climbing and kayaking trips as well as many dumpling and karaoke sessions! It is a fun place to work where we have fostered a co-operative environment which delivers better results by quality teamwork.

**Senior Recruitment Consultant – September 2011 – July 2013**

* Coaching associate recruitment consultants in all areas of the recruitment business
* Planning and driving sales initiatives for my immediate team
* Representing the IT recruitment team at regular “task-force” meetings across Hays

For the financial year 2011/12 I personally billed $677k. This has put me into the top 10 of all consultants in Victoria. I have achieved first place in the quarterly “Top Guns” competition, many times and have finished in the top 10% of consultants every year.

Recruitment Consultant – August 2008 – September 2011

I joined Hays to run a contract desk focused solely on the Melbourne IT market. My day to day responsibilities included:

* Research and plan business development activities, generate leads
* Canvass and market to prospective clients
* Liaising with client contacts and stakeholders at all levels
* Source and identify the best candidates, phone screen and administer skills tests
* Extensive use of the OneTouch system to accurately record and process information
* Extensive use of LinkedIn for sourcing of candidates and marketing Hays’ service
* Attend 2 client meetings each week
* Interview +/- 5 candidates in person each week
* Sales writing for online and print advertising
* Continued learning and coherence to legal requirements
* Adhering to compliance and auditing procedures
* Conduct reference checks on candidates
* Exceed weekly KPIs of: 30 BD Calls, 2 Client Meetings and 5 Interviews

**May 2006 – August 2008**

**Volt Europe - Surrey, UK**

Volt Europe is a recruiter of IT, Engineering and Pharma professionals across UK and Europe.

**Resource Team Lead**

Lead the team of 4 resourcers, regularly managing over 30 live jobs

Chair the team’s activity planning meetings

Prepare and present weekly status reports and spreadsheet of workers

Work up to 10 jobs a week myself; identifying, briefing and closing candidates

Manage contractor care and pay queries

**Education and further studies**

**General Assembly**

**March – May 2015**

Front End Web Development course (10 weeks part-time, 2015)

Introduction to Angular

Introduction to Adobe Illustrator

Introduction to Adobe Photoshop

Basics of Xcode for iOS development

**CAE Melbourne**

**January 2015**

Introduction to Dreamweaver

**Kingston College**

**September 1999 - 2001**

3 A levels, biology, chemistry and business studies and 1 AS level in general studies.

**Sutton Grammar School**

**September 1993 - 1998**

10 A - C GCSE’s including an A in mathematics and 2 B’s in English.