

Melissa Reid

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Profile

Enthusiastic Digital Media graduate from London Metropolitan University dedicated to social media and social networking. Strong technical background which includes scripting using ActionScript 3 for games and application development under strict deadlines. Experienced with using HTML 4 and CSS to create WC3 validated websites along with experience using AJAX and JQuery.

An inquisitive individual with a vocation for digital marketing, keyword development and SEO copywriting, along with modifying rich media assets including video, imagery and 3D modelling.

Able to process information, cross reference data and communicate it in a clear and concise manner in conjunction with spotting trends in data.

An organised, self-starting team player who is able to complement a wider group's strengths and weaknesses to complete tasks and reach goals to highest standard.

Education

2010-2012– London Metropolitan: BA Digital Media: (2:2)

Digital research and practice	Broadcast Media
Game Design	Web Design
Creative Digital Video	3D Character Modelling
Digital Culture	Future television and cinema
Video post production	Managing new media projects

2008-2010 – University of Brighton: BSC Digital Media Development

Modules studied:

Website Development	Authoring Multimedia Applications
Human Computer Interaction	3D Graphics and Animation
Visual Design for Digital Media	Introduction to New Media
Databases	

2006-2008 – Carshalton College : BTEC Software Development : DMM

Computer systems – PASS

System justifications - DISTINCTION

Introduction to software development – PASS
Programming concepts and practice – DISTINCTION
Visual programming – DISTINCTION

Software applications - MERIT
Operating systems – DISTINCTION
Website management - MERIT

1999-2004 – Archbishop Lanfranc School GCSEs

Math – B
English literature and language – B,C
Science – C,C

Media Studies - B
Electronics - C
Sociology – B

Work Experience

October 2012 – January 2013 Store Associate Argos

- Cleaning the shop floor
- Serving customers
- Organising stock

October 2012 – January 2013 Social Media Intern N3RD

- Keyword development for SEO
- Developing content for blog posts
- Maintaining company Facebook page
- Managing Facebook competitions
- Maintaining Facebook CPC (Cost per click) campaigns
- Completely background research for upcoming projects
- Analysing website statistics and looking for trends

September 2006 – November 2008 Sales Associate Lidl

As a sales associate my duties include serving customers, replenishing stock and keeping the shop floor tidy. My job is very customer service orientated; from working at Lidl I have learnt to deal with various different situations and how to handle them. I feel I am now more able to adapt and adjust to pressure as well as being able to diffuse tense situations in a professional manner.

Skills

Confident with:

(X)HTML
CSS
Photoshop
Microsoft office
ActionScript 3
3D Studio Max

Learning:

After Effects
Maya