

# Scott Earl

## Web Techie, Marketing & Design Enthusiast

Renfrew

I'm a hard-working tech-lover from the west of Scotland. I have a wide array of skills, and I believe anyone working in web, code, or marketing should understand the creative and technical side of things to achieve the best outcomes.

Easy to manage and self-driven, I have worked in places where you need to be multidisciplinary to succeed. I bring creative and technical experience and experience in coding, design, marketing, general IT, and communication.

I'm happy working by myself or as part of a wider team. Every job in the modern day has a technical element, and I believe my skills could be helpful to any department in any organisation in the country today.

I have already experienced and achieved a lot in my short career to date, and now I'm ready to take the next step with a new organisation. I'd be happy to carry on somewhere new, building on the skills I already have, but I'd be equally open to a new challenge that is entirely new and fresh to me.

## Personal Details

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**Driver's License:** Cars

**Eligible to work in the UK:** Yes

**Highest Level of Education:** Bachelor's

## Work Experience

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### Marketing Assistant / Web Developer / Technical Marketer

Kibble Education and Care Centre / KibbleWorks - Paisley

May 2010 to October 2021

- Website/web app design, development and maintenance
  - Search Engine Optimisation (SEO)
  - Online paid ad management and optimisation
  - Social Media
  - Online content creation, curation, and management
  - Research and management for various tech projects
  - Management of intranet systems using various platforms including Joomla, WordPress, and SharePoint
- 365
- Reporting for various levels of management
  - Social listing related activities and link management
  - Rolling out and managing digital signage solutions
  - Contributing to ideation sessions
  - Media management

- Documentation creation and management, including manuals and business continuity documents
- Assistance with ensuring online materials met European laws and general best practices
- Multimedia production, including video, animation, photography, and interactive web media, mainly using Adobe Creative Suite and web technologies

### **Team Member**

ODEON Cinemas - Renfrew

January 2006 to December 2007

- Sold tickets at the box office.
- Prepared and served food.
- General cleaning.

## Education

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### **NCFE Level 2 Certificate in Digital Promotion for Business**

Glasgow Kelvin College - Glasgow

September 2019 to January 2020

### **Certificate in Social Media for Business Masterclass**

Edinburgh Napier University - Edinburgh

July 2019 to July 2019

### **Bachelor's in Software Engineering**

University of the West of Scotland - Paisley

September 2007 to May 2010

### **Diploma of Higher Education in Software Development**

Reid Kerr College - Paisley

August 2005 to May 2007

## Skills

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- HTML5
- JQuery
- Wordpress
- PHP
- Javascript
- Front End
- Adobe Creative Suite
- Web Media
- Photography
- Animation
- Digital marketing
- Signage
- SharePoint

- PHP
- SQL
- Microsoft 365
- Python
- Cloudflare
- Moz Tools
- Google AdWords
- Google Analytics
- Facebook Advertising
- Xibo CMS
- CSS
- Hootsuite
- Sprout Social
- Google Data Studio
- Microsoft Power Automate
- Microsoft Power BI
- Linux
- Android
- HTML
- C#
- NET

## Languages

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- English - Fluent

## Links

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<https://scottearl.co.uk/>

## Awards

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### **Best Green PR Campaign**

October 2011

I was part of the team behind marketing Project Oskar, a recycling centre and social enterprise that earned a Scottish Green Award for "Best Green PR Campaign". It was a team effort, with my contribution mainly being around web design, development and SEO/online advertising.