

JANETTE SCHOFIELD

07703856209 · WWW.JANETTESCHOFIELD.CO.UK · HELLO@JANETTESCHOFIELD.CO.UK

SUMMARY: Website designer / developer with a keen interest in Website design & Wordpress Development. Over 10 years of experience in design with a good understanding of design, front end development, SEO and digital marketing.

GET IN TOUCH



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SOCIAL MEDIA



/JANETTESCHOFIELD



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DIGITAL MANAGER

D&M Design & Fabrication · Ripon, UK · April 2022 – Present

This role involved designing & creating bespoke Wordpress websites with custom themes, maintaining those websites including A/B testing and using Google Analytics to track performance. I also manage the PPC accounts, social media and the blog for them, as well as creating all video & photography content needed.

DIGITAL MANAGER

Bonner & Hindley · Leeds, UK · Jan 2020 – 2022

This role was a varied role that involved managing client websites, building new responsive, seo-friendly websites with bespoke Wordpress themes. Designing websites and designing content for print including brochures, posters, logos and digital marketing assets, using Google Analytics to monitor website performance and track marketing activity. Whilst here I have worked with clients such as hcmf//, Yorkshire Attractions, The Woodman Inn and Eat Leeds.

DESIGNER / MARKETING MANAGER

4x4 Accessories & Tyres · Leeming Bar, UK · 2017 – Dec 2019

This role involved managing a small team of 3, the role included scheduling of work including marketing campaigns, running the social media channels, writing blog posts, managing email marketing campaigns and tracking the performance of these activities. In this position I also designed and developed custom Wordpress websites, with bespoke themes, designed brochures and created marketing material for online media (website, social and email).

WEBSITE DESIGNER

Vital · Wetherby, UK · 2010 – 2017

Working at Vital allowed me to develop my skills as a website designer and front end developer. I designed & built responsive websites using my own HTML and CSS/LESS code. I also developed custom wordpress themes for clients.

EDUCATION

2.1 BSc Multimedia

Technology

Leeds Metropolitan University
(2008-2011)

A-Levels . ICT Double Award
(C,D), English Language (D)

Ripon College
(2005 – 2007)

GCSE . 13 (A-C) Including
Maths, English and Science

Ripon College
(2000 - 2005)

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SKILLS

HTML



CSS



SCSS



WORDPRESS



JAVASCRIPT



PHOTOSHOP



ILLUSTRATOR



SEO



EMAIL MARKETING



SOCIAL MEDIA



GOOGLE ANALYTICS



KEY SKILLS

Adobe Photoshop, Illustrator

I have been using Photoshop and Illustrator daily to create website designs, brochure designs and marketing content. I am also good at image editing and manipulation.

HTML5, CSS3 & SCSS

I am able to create fully functioning responsive websites through my knowledge of HTML5, CSS3 and SCSS. I have good knowledge of Bootstrap but I can also create my own custom responsive code.

Wordpress

I have a good knowledge and understanding of Wordpress which allows me to develop my own custom responsive Wordpress themes, as well as custom functionality such as a bespoke voucher download system.

SEO

I have a good knowledge of SEO, this enables me to ensure websites are optimised to rank better. I am able to do website audits to make sure they are performing as well as they can, create suggestions based on my findings, implement the fixes, do keyword research and track efforts through Google Analytics and Google Search Console.

Digital Marketing

I have experience writing content for websites, blog posts, social media and email marketing campaigns. I also have experience designing my own email marketing and social media campaigns.

REFERENCES

Available upon Request

HOBBIES AND INTERESTS

In my free time I like to walk my 2 dogs, help out on the family farm, go away camping and outdoor swimming. I love a good movie, going to the pub with friends and I also like to do crafts in my free time such as making my own cards.