

SHAUN SKEEN

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SUMMARY

My four-year degree in Digital Media Design has trained me to cover a wide range of digital media, including web, video and mobile. I specialises in are digital media and IT, with a strong passion for both. While I undertook digital media design as the course degree, I have always worked within an IT environment and challenged myself to learn new technology so I can discuss and share it with others.

My time at university and my excitement for the digital sector has ingrained the belief in me that, while being one of the most challenging and time demanding career sectors, it can also be a exciting and rewarding and the avenue that I would like to pursue. I really look forward to working in a role that offers a challenge and a dynamic position.

Side projects that I have managed outside of work hours has been a wrestling focused **YouTube** gaming channel which has passed 8000 subscribers and 1 million total views since 2015 - the growth has come from optimising my content with correct tags and titles. I collect revenue through **Google Adsense** which has allowed me to gain a small amount of experience with the tool.

EDUCATION

BOURNEMOUTH UNIVERSITY

Sept. 2013 - June 2017

Digital Media Design BA Honours (2:1 Expected)

As a student at Bournemouth University, I have expirience in a few areas such as web design and video creation.

On this course, I have learnt how to build websites through HTML, PHP and CSS.

THE BUSINESS ACADEMY BEXLEY

Sept. 2006 - June 2013

A-LEVELS Media Studies (Double Distinction)
Communication and Culture (B)
ICT (Distinction)

GCSSES 9 A*-C grades including;
English Language (B)
English Literature (C)
Maths (C)

OTHER ACTIVITIES

HEAD MEDIA STUDENT & MEDIA CLUB

I oversaw the filming and editing for school projects such as the Year 11 leaving video and Christmas show.

As part of the media club, one of my responsibilities was improving the media department at The Business Academy Bexley. I also provided support to younger students with their projects and work.

WORK EXPERIENCE

DIGITAL CONTENT DEVELOPER AT TRI UK

July 2015 - May 2016

I worked in a range of areas from technical support to graphic, web & product design. On a day to day basis I was responsible for;

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- Maintaining up to date content for the website and social media platforms such as **Facebook**, **Twitter** and **Instagram**.
- Creating graphics in **Adobe Photoshop** for the website, social media & in-store.
- Creating weekly newsletters for **Mailchimp** with **Adobe Indesign & Photoshop**.
- Used **Google Analytics** to keep track of traffic and audience visiting the site. Then use this data to find the right time to start offers and release promotional media on social media using keywords to maximise mentions and retweets/likes.
- Promoting chosen post on Facebook to reach a larger audience by using the data from the **Google Analytics** checks.

Projects:

The creation of the 2016 TRI UK catalogue was a task which I took lead on. The catalogue was created with the use of **Adobe Photoshop** and **Adobe Illustrator**. As lead, I made sure that deadlines were met and time was used effectively through the use of a **Gantt chart** and time management sheet in **Microsoft Excel**.

Creation of the in-store Coffee House was a solo project which involved me creating the website through the use of **HTML** and **CSS**. I was given limited time for this project but was instructed to create a friendly and welcoming page to showcase the coffee house.

WORKING ALONGSIDE REDBALLOON

Jan. 2015 - May 2015

Instructed to come up with a iOS application for the Magna Carta Exhibition at the Salisbury Cathedral. I took lead of the design team in this project which involved communicating with the head programmer on this project so that the application kept within the style guides.

Wireframes were created to get a basic understanding of the application which later turned into conceptual design through the use of **Adobe Photoshop**.

EXPERIENCE WITH

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|-----------------------|--------------|-------------|--------------------|
| • Adobe Photoshop | • HMTL | • Metatags | • Google Analytics |
| • Adobe Illustrator | • CSS & SASS | • Mailchimp | • Google Adsense |
| • Adobe Premier Pro | • PHP | • Jekyll | |
| • Adobe After Effects | • GIT | • Github | |

REFERENCE INFORMATION

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