

# Charlotte Oswald



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## Qualifications

Bachelor of Arts in Web Development (Hons) - SAE Institute Dubai - 2015

## Profile

I left school at the age of 17 with my AS levels to start a Web Development degree at SAE Institute Dubai. As I have been passionate about web design/development since I was young, I knew this was the right path for me. Along the way, I learnt many useful skills that I now apply to all the work that I do. After completing my degree in August 2015, I started an Internship for a couple of months and then got straight into a full time job. I am a passionate web developer and branch my talents out to many areas. Having created personal portfolios, I've also assisted in creating large e-commerce websites for big clients. One of my favorite projects so far was creating the website for the new up and coming Asian restaurant, Miss Tess (<http://www.misstessdubai.com>).

## Experience

Web Developer, Globaleye, Dubai – July 2016 - March 2018

I currently work in the Marketing department, where I juggle web design tasks along with running the social media accounts for Instagram and Facebook. The tasks involved in Social Media include planning the posts day-by-day by creating a Social Media Calendar, and putting together a strategy that would boost our social media presence. My web-related duties include Website updates: updating the design, pages, code, plugins or widgets on all Globaleye websites. I've also been tasked with creating and maintaining landing pages responsible for lead generation. I am in charge of running all Google Adwords campaigns, making sure the right audience is targeted for each website. During my time at Globaleye, I was asked to create a system that would facilitate the communication between departments - especially Marketing requests. At the time, employees were using paper forms to request things from departments such as HR, Admin, and Marketing. I created a web portal where employees could login, and make these requests digitally, instead of filling out a form. They then were able to track their requests as these departments were working through them, and were notified by email once this was complete. This enabled Marketing to keep track of requests and made the department more organized in the process.

## Globaleye Portfolio

<http://globaleye.com>

<http://her.finance>

<http://www.expatlifeinsurance.com>

<https://www.expatmortgages.com>  
<http://www.expatpensiontransfers.com>

Junior Web Developer, Tamra C2, Dubai – November 2015 - July 2016

Working alongside the Senior Web Developer, my duties here all greatly varied. I worked with a small but effective Digital Team, where tasks were distributed amongst ourselves. Doing this really improved my team work skills, and also led me to discover I enjoyed a leadership role. Having big clients such as Porsche, Maserati, ENOC, Kraft and others, client satisfaction was mandatory at all times, which taught me to become more diligent before submitting websites and other work. I learnt a lot of patience and time management at Tamra, working alongside professionals that have been in the industry for decades. I assisted in the creation and maintenance of Balmessence, a big e-commerce website that sell beauty products in the middle east.

Tamra C2 Portfolio

<https://www.balmessence.com>  
<http://www.mealswithkraft.com/>  
<https://www.maserati.com/>  
<http://www.vip.enoc.ae>

Web Design Intern, Impact Hub, Dubai – August 2015 - November 2015

Fresh out of university, I wanted to explore my options. I started here as an intern with part time hours, which allowed me to ease into the work lifestyle. I was in charge of website updates and content maintenance, as they were adding and updating events very often. I published new articles on the blog, and fixed some bugs on the website.

Impact Hub Portfolio

<http://impacthub.ae>

Skills

HTML, CSS, jQuery, JavaScript, AJAX, PHP  
Wordpress, Concrete5, Magnolia  
Extensive SEO + Adwords Knowledge  
Photoshop

Portfolio

Below are other projects I have worked on whilst freelancing.

**AVGO Express** <http://www.avgoexpress.com>  
**Miss Tess Dubai** <http://misstessdubai.com>  
**Infini Concepts** <http://infiniconcepts.com>  
**SP Auctioneering** <http://stevenpooleauctioneering.com>  
**The Home Project** <http://thehomeproject.net>  
**Dubai Gin Society** <http://www.dubaiginsociety.com/>

For more information, please visit my website - [www.charlotteoswald.com](http://www.charlotteoswald.com)