

# David W. Beck

I am actively seeking a new position where I can contribute and utilise my skills, including social media strategy, copywriting, community management, web development, programming, research, graphic design and data-driven insights.

## EXPERIENCE

### Catz Bark & Brush, Farnborough—Marketing Manager

March 2024 – July 2024: Consultancy

I co-founded Catz Bark & Brush, a family business. I developed the website, led marketing efforts utilising social media, Google and Facebook advertising, and produced physical media. I also supported administrative tasks and promoted the business at events.

### DMH Stallard LLP, Hybrid—Content Migration Specialist

July 2023 – March 2024: Fixed-term contract

I successfully managed the migration of the company's website from Kentico to WordPress, focusing on content accuracy, enhanced user experience, and brand consistency. I leveraged my web development and coding skills, along with knowledge gained from completing Yoast Academy training, to optimise SEO scores. I contributed to technical reviews, cross-team collaboration, user testing, and process documentation, informed by company-specific legal training.

### Rentokil Initial, Hybrid — Digital Marketing Executive

June 2022 – July 2023: Fixed-term contract

I led website development projects across multiple languages for Rentokil, Initial and agency stakeholders, upgrading and migrating content to the Magnolia CMS. I spearheaded content migration projects internationally, working across time zones, and was trained in Agile methodology and Jira, which streamlined project management tasks. I orchestrated quality assurance processes for new Magnolia builds and websites, performed backend tasks such as geolocation search, data validation, and web forms. Additionally, I selected Shutterstock images and created planning documents for international teams, mentoring colleagues in website development and additional skills.

### Monitor Ltd, Remote — Web Developer & Marketing Consultant

March 2021 – June 2021: Fixed-term contract

I conducted industry research and created a marketing plan. I built a WordPress-based website and produced various marketing materials such as a magazine ad, brochures, and 30 illustrated blog posts of approximately 750 words each. Additionally, I managed social media accounts, provided advice on paid advertising, and designed physical media.

### Arrow Precision, Aldershot — Marketing Manager

June 2019 – October 2020: Permanent position

As the Marketing Manager for Arrow Precision, Powerball Limited, and Camouflage Paintball, I led the development of company websites and social media channels, ensuring consistent branding and engagement. I produced multimedia content using the Adobe Creative Suite including static images and video. Additionally, I managed an £18K Google Ads budget, achieving a 40% reduction in cost per acquisition (CPA) through better targeting. I also handled ad-hoc marketing tasks to support wider business objectives.

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An accessible version can be found on my website.

## SUMMARY

Strong creative problem-solving skills and a solid knowledge base.

Proficient in marketing and advertising, community management, and paid and organic social media marketing.

Expertise in web and graphic design using the Adobe Suite, copy and content writing, game development, video production, graphic design, music, and animation.

Experience with data analytics, market research, social listening, and Python 3 programming.

Personal interests in psychology, AI, digital technology, and the creative arts.

## KEY ACHIEVEMENTS

Achieved the highest engagement rate among all marketing department members in the UK during my time at Microsoft UK, as of Q4 2018, due to curating highly engaging content.

Spearheaded content planning, creation, and live-tweeting for high-profile events such as #TechDaysOnline, Connect(), Microsoft London Reactor tradeshow, and the Future

## **Microsoft UK, Reading — *Social Media Technical Manager***

May 2018 – March 2019: Contracted position via MRM McCann

I managed campaigns and communities for Microsoft UK's @TechNetUK and @MSDevUK, fostering relationships with audiences, influencers, Microsoft Cloud Developers and MVPs internationally. I oversaw paid and organic channels on Twitter, Facebook, LinkedIn, and Instagram. I curated and created content, scheduled posts, solved creative problems and provided tech support. I conducted research, social listening, and analytics, generating reports for stakeholders. I was trained in advertising law, geopolitical awareness, GDPR, branding, and endorsements.

## **iSat Ltd, Farnborough — *Marketing Manager & Programmer***

February 2012 – March 2018: Permanent position

I developed a lead generation marketing strategy across the EMEA regions. I produced marketing assets, including copy, graphics, and web development, and managed international trade show events. Trained by our senior engineer, I gained proficiency in Python programming and designed the UI for a Satellite Tracking Feed system, a multimillion-pound project, sponsored by the European Space Agency. I handled newsletters, Mailchimp, CRM systems, and ran targeted paid and organic campaigns. I generated reports, maintained industry press and client relationships, and adhered to ISO 9001:2008 standards. I also contributed to Rolly Tasker UK Ltd as an SEO and WordPress Consultant.

## **PowerStax Plc, Farnborough — *Media Creation Freelancer***

January 2011 – December 2011: Freelance role via Blue Arrow

### **EDUCATION**

## **London South Bank University — *BA Honours Game Cultures***

September 2007 - November 2010: Achieved a (2:1)

The course covered video game design and development, with a strong focus on marketing theory and practices. Key areas included sound design, media studies, vector graphics, Photoshop, animation, 3D modelling, game and level design, and an introduction to C++. The programme sharpened my research skills and improved my writing abilities whilst providing a solid foundation in both the theoretical and practical aspects of marketing.

## **Farnborough College of Technology.**

September 2004 - August 2007

A Levels: Business Studies, Psychology.

AS Levels: Sociology, Philosophy, and Fine Art.

GNVQs: Information and Communication Technologies, Communication.

NVQs: First Aid, Food Hygiene, Health and Safety, Silver Service, Spectator Safety.

## **The Wavell School, Farnborough.**

May 1999 - June 2004

Achieved eight GCSEs, including English and Maths at grade C.

Work Experience: Banner design and production at Banners 2000.

Decoded event.

Hobbyist YouTuber with 3.6M views, 64.2K hours of watch time, and over 12K subscribers, covering gaming, tech, tutorials, and animation.

Published 22 songs across 24 platforms, including Spotify and Amazon Music, racking up over 50,000 listens.

Developed proficiency in Python 3 while at iSat Ltd, focusing on front-end user interface design and writing backend code for the ESA-sponsored "iSat Satellite Tracking Feed" system, a multi-million-pound project.

Contributed artwork and code to Kinetika's ImagiNation project sponsored by Hackney Carnival and London 2012 in 2010.

Developed content for an Adobe Flash game for BBC Worldwide (China) while at university in 2009.

Received a Golden Joystick Award nomination at the Baftas for the development of the game 'Bogus Bunny' in 2008.

### **PERSONAL STATEMENT**

I love to travel and have three dogs: a Poodle, a Spanish Mastiff, and a Yorkie. I enjoy collaborating on creative projects and am an avid reader with eclectic tastes. I keep up with social media trends, tech advancements, and AI research.