

## Contact

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(LinkedIn)

## Top Skills

Website Development  
Web Content Management  
HTML

## Languages

Danish (Limited Working)  
English (Native or Bilingual)

## Certifications

Salesforce Certified Administrator (SCA)  
Edexcel Level 3 NVQ Diploma in Marketing (QCF)  
BTEC Level 3 Certificate in Principles of Marketing (QCF)  
Salesforce Certified Platform Developer I

# Dean H.

Salesforce Developer at Gigaclear  
Greater Oxford Area

## Summary

26-year-old systems expert with over 6 years' experience in a FTSE 100 company managing multiple systems such as Adobe AEM, Salesforce and Magento, and over 8 years' commercial experience. I love working with people and finding solutions - I'm customer focused and that stems from my first role in retail. Building relationships with people is something that comes naturally to me.

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## Experience

### Gigaclear

2 years 2 months

#### Salesforce Developer

October 2020 - Present (3 months)

Abingdon, England, United Kingdom

#### Salesforce Administrator

November 2018 - October 2020 (2 years)

Abingdon, Oxfordshire, United Kingdom

Gigaclear is a fast-growing, game changing fibre provider making a significant difference to the broadband landscape in rural England, fast-making broadband the fourth utility. We have grown from 30 to 200+ employees over the last 2 years and we have plans to double in size again in the next 12-18 months. We are a transparent bunch where initiative and hard-work is rewarded with development and progression opportunities.

It's my job at Gigaclear to maintain and improve our Salesforce implementation. Working with the business and the Product Owner, I help implement the businesses requirements and ultimately, help Gigaclear get the most out of the functionality available within the world's number one CRM.

### Pearson College London

3 years 2 months

#### Digital Product Manager

June 2016 - November 2018 (2 years 6 months)

## London, United Kingdom

As Digital Product Manager at Pearson College London and Escape Studios, I am responsible for ecommerce, web and digital platforms. I also lead on the digital strategy and vision for Pearson College London's digital products.

- Leading on the development and implementation of the strategy for Pearson College London's digital products.
- Managing and delivering key projects in line with the digital roadmap to meet business needs, ensuring that projects are delivered on time and to budget.
- Understanding the needs of internal stakeholders and bridging the gap between technical and business worlds.
- Managing the Pearson College London website and Escape Studios eShop and all connected platforms, including microsites, external platforms and digital apps.
- Developing new features and functionality into the Pearson College London website.
- Developing a strong understanding of customer needs as well as the desired student journey to deliver a first class, content rich customer experience driving prospects to act.
- Assisting with the delivery of lead generation digital marketing campaigns, reporting on results and making improvements based on analysis.
- Delivering timely updates on activity and metrics to Head of Marketing and Director of External Relations.

## Web Co-ordinator

October 2015 - June 2016 (9 months)

## London, United Kingdom

As Web Co-ordinator at Pearson College London and Escape Studios, my role is to ensure that the website works effectively across multiple platforms and that our users have an exceptional online experience. I also work to deliver enhancements and changes to improve the website.

- Managing the look and feel of pearsoncollegelondon.ac.uk using Adobe CQ/AEM 6.
- Adding and maintaining products in Magento and ensuring that all purchases are logged with Salesforce.
- Reviewing and updating product and landing pages based on analytics data and user feedback.
- Making UX recommendations.
- Identifying technical improvements and implementing them.

- Developing the look and feel of the website through the development of new components.
- Using HTML and CSS to code email templates from scratch for marketing teams.
- Assisting the Digital Product Manager with training users to use Adobe CQ/AEM 6.

## Pearson

### Contractor

September 2015 - October 2015 (2 months)

Migrated website content from multiple Pearson UK websites into one, hosted on a new platform powered by Adobe AEM (CQ) 6.

## Bluequest

### Junior Developer

June 2015 - August 2015 (3 months)

As Junior Developer at Bluequest, my role is to take assets and storyboards and develop them into high impact, engaging adverts for the web that will capture the user's attention. Languages used include HTML5, SASS/CSS3 and JavaScript/Jquery.

- Using JIRA to track progress on each build and working with the accounts team to meet deadlines.
- Working with design to get the relevant assets and to review the storyboard, ready for build.
- Using HTML5, SASS/CSS3 and JavaScript/Jquery to build adverts based on a framework.
- Using Grunt to compile CSS from SASS.
- Using Git for source control.
- QA and testing all builds before they're delivered.

## Pearson

### Website Content Executive

October 2012 - June 2015 (2 years 9 months)

As content executive in the Web Strategy team, my main role was to build, edit and update content on the Pearson qualifications website.

Developer responsibilities:

- Using HTML, CSS and JavaScript for front end development and Java for backend development.
- Increasing my basic knowledge of JavaScript and the different frameworks, particularly Angular.
- Making changes to original code with IntelliJ (IDE).
- Using JIRA to work in an agile way.
- Troubleshooting problems with the front-end and resolving if possible.
- Using Source Tree to push code to our Git repository.
- Regression testing in UAT before code is pushed to production.
- Raising change requests in ServiceNow.

Content responsibilities:

- Using Adobe CQ 5.6 (also known as Adobe Experience Manager) to manage the Pearson qualifications and Pearson UK websites.
- Updating original content to meet business requirements and building new pages/content areas (including sites, pages and marketing microsites), working closely with colleagues in the content and development teams, and more widely within the business, to meet project requirements.
- Designing graphics with Adobe Photoshop, usually banners and buttons that the marketing teams can use for sign-posting.
- Following a content checklist, editorial guidelines, writing for the web guidelines to QA content before going live.
- Uploading digital assets to the DAM (Digital Asset Manager) and tagging content to appear in specific areas of the site.
- Using Google Analytics to review customer journeys over our UK websites and improve journeys where necessary.
- Using my initiative to overcome problems.

## Lsect

Office and IT Assistant

August 2012 - September 2012 (2 months)

Provided both admin, finance and IT support to both Lsect and FE Week.

- First point of contact, answering the reception desk telephone.
- Transferring calls to the appropriate department.
- Liaising with the finance manager to invoice customers accordingly.

- Used QuickBooks to invoice customers and follow up those with outstanding debts.
- Responding to customer enquiries over e-mail and the phone.
- Preparing newspaper, media packs, advertising documents for delivery.
- Mailing out and packaging ready for delivery.
- Helped troubleshoot IT problems.

## First Point Group

### Account Executive

April 2012 - June 2012 (3 months)

Providing recruitment services to global Telcos including Ericsson, Nokia, Huawei and ZTE.

- Resourcing candidates
- Meeting KPIs and targets
- Speaking to potential candidates over the phone
- Qualifying candidates over the phone
- Building rapport with candidates
- Providing my clients with candidates

## Alkolyne

### Managing Director

April 2011 - May 2012 (1 year 2 months)

Founded and managed UK web services company, aimed at UK and European market to provide affordable web services solely based in the UK.

- Headed customer support with a small team of 4.
- Answered customer queries over a support ticketing system (experienced with WHMCS and Kayako)
- Day-to-day activities of running an online business.

## Topman

### Sales Assistant (Product Guru)

September 2011 - April 2012 (8 months)

I began with working life under the roof of Europe's largest shopping mall: Westfield Stratford City. From knowing nothing about retail, I learnt a great deal and came out of my shell, building confidence with customers and colleagues.

- Helped with the opening event for the store and printed free, custom t-shirts for customers.
- Assisted with sales and merchandising on shop floor.
- Prepared the shop floor ready for the day with roles such as replenishing stock, size ordering, visual merchandising and retail standards.
- Making additional sales through promoting special offers, account cards and gift cards.
- Engaging with customers and potential customers to meet weekly sales targets.

## Hertsmere Worknet

### Clerical Assistant

September 2009 - September 2009 (1 month)

Work experience as part of school

- Photocopying
- Filing
- Managing databases using company software
- Booking courses with learners and engaging with learners and potential learners
- Answering telephone calls on reception desk

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## Education

### Barnet and Southgate College

BTEC, Information Technology · (2010 - 2011)

### Stanborough School

GCSE · (2005 - 2010)