**Aidan Reid**

Letterkenny, Ireland
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[Portfolio Site](http://www.aidanreid.com)

Highly qualified multi-disciplined creative web developer, digital marketer and content creator with a range of experience and skills. As a writer, I have six years’ freelance experience and have worked with a range of clients, both as a content creator and author of original fiction. I am the [author](https://www.amazon.co.uk/Aidan-J-Reid/e/B01BS8XUYU) of five books – two of which were Amazon bestsellers. Currently working full-time for a digital marketing agency but available for freelance opportunities.

**EXPERIENCE - Web/Marketing**

**PROACTIVE** AUG 2021 – CURRENT
*Frontend Developer/Writer/Digital Marketer*

* Design and creation of websites on various CMS platforms including WordPress, Joomla as well as from scratch using HTML/CSS and JavaScript.
* Theme builds on WordPress and leveraging the use of many plugins for site customisation suited to client request, e.g. JetEngine, Elementor, WP Bakery Builder.
* Create content for both social media, website copy and blogs both inhouse and for clients.
* Generating monthly reports utilising SEMrush, Google Analytics and various other tools to illustrate marketing trends, site activity and prescribe ways to improve key performance metrics.

**EXPERIENCE - Content**

𝐋𝐀𝐑𝐈𝐀𝐍 𝐒𝐓𝐔𝐃𝐈𝐎𝐒 DEC’ 2020 - MAR’ 2021
*Freelance Writer*

-> Creating scenes and dialogue for the latest instalment of **Baldur’s Gate 3**.

𝐀𝐔𝐍𝐔𝐀 𝐀𝐂𝐀𝐃𝐄𝐌𝐘 JUNE 2018 – NOV’ 2019
*Social Media Manager | Writer*

-> Creating a series of diaries and blog articles for the Aunua Mascot, an eleven-year-old girl, focusing on mental health issues.

𝐌𝐀𝐏𝐎𝐓𝐈𝐂 JUNE 2018 – JULY 2019
*Social Media Manager | Content Marketing Writer*

-> Czech start-up combining the use of mapping technology and social networking.

𝐂𝐋𝐈𝐍𝐈𝐕𝐄𝐓 JUNE 2016 – JUNE 2017
*Content Creator | Blogger*

-> Delivering 2-3 articles weekly across a broad range of topics, aligning with SEO strategy.

𝐀𝐂𝐓𝐈𝐕𝐄𝐋𝐘 𝐃𝐘𝐈𝐍𝐆 SUMMER 2015
*Blogger | Social Media Planner*

-> Ghost-writing and managing content for a New York life coach across their blog and social handles.

*Other Interests*

I am a voracious reader of books, an avid traveller and enjoy gaming. My love of coding and writing has birthed some interesting projects which can be seen on my [website](http://aidanreid.com/rot/rpg.html).

**EDUCATION**

*NATIONAL COLLEGE OF IRELAND*  2020 – 2021
Higher Diploma in Computer Science (first class honours)

*THE CODE INSTITUTE* 2019 - 2020
Diploma in Full Stack Software Development

*DIGITAL MARKETING INSTITUTE*  2017 – 2018
Diploma in Digital Marketing

*DUBLIN BUSINESS SCHOOL* 2011 – 2012
Diploma in Management Studies

*GRIFFITH COLLEGE DUBLIN* 2001 – 2004
BA. Degree, Accounting and Finance

Personal Details

Date of Birth: 10th September 1982
Nationality: Irish