

William Clarke

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07771745046

I really enjoy programming. Over the last 2 years, I have spent most of my free time focusing on Ruby. I also have experience with web development & SQL.

I am eager to learn much more about software development.

Notable Projects

PPC Campaign Builder Ruby script which generates Adwords-formatted PPC Campaigns.
Website & Blog: HTML / CSS / JS / jQuery / Rails / ActionMailer / Jekyll.
Twitter Bot Smug tweets to people who can't spell. Hosted on Heroku.
Other projects: Crossword Generator, Shakespeare Text Prediction, Langton's Ant.

Employment

Forward 3D - PPC Analyst

August 2012 – August 2014

Roles and Responsibilities:

Managed the paid search activity for two e-commerce clients.

- Automated key processes using Ruby, Javascript and Hive.
- Built valuable client relationships through daily calls and quarterly face-to-face reviews.

Key Achievements:

- Wrote a script to generate entire Adwords campaigns, saving hundreds of man-hours.
- Automated most of my reporting duties.
- Created scripts to update ads hourly based on product prices, stock levels & weather.

Technical Skills:

- Ruby, Javascript & Hive used on a daily basis.
- Built, updated and queried Databases using HiveQL and SQL.

Education

Durham University	M.Sc. Evolutionary Anthropology	2007 – 2012
	B.A. Archaeology and Anthropology (2:1)	2002 – 2007
Eton College	A Levels A Ancient History, A Biology, B English Literature	2007
	GCSEs 4A*s, 4As, 2Bs - inc. A* Maths, A English	2005

Interests

Programming: Ruby, Javascript, SQL & Web Development. Active on [Github](https://github.com).
Sport: I enjoy playing squash, tennis, skiing and diving.
Also: Travelling, woodworking, Choral Music, Go, Piano, Investing

```

class WilliamClarke
  attr_accessor :notableProjects, :education, :interests, :employment

  def initialize
    @home = 'London'
    @phone = '07771745046'
    @website = 'wmmclarke.com'
    @blog = 'wmmc.github.io'
    @github = 'github.com/wmmc'
  end

  def superEnthusiastic?
    true
  end

  def summary
    "I really enjoy programming.
    Over the last 2 years, I have spent most of my free time focusing on Ruby.
    I also have experience with web development & SQL.
    I am eager to learn much more about software development."
  end
end

my = WilliamClarke.new

class Project
  def initialize(args); args.each { |key,value| instance_variable_set("@#{key}", value) }; end
end

my.notableProjects = [
  Project.new( title: 'PPC Campiagn Builder',
               summary: 'Ruby script which generates Adwords-formatted PPC Campaigns.'),
  Project.new( title: 'Website & Blog',
               summary: %w{HTML CSS JS jQuery Rails ActionMailer Jekyll}),
  Project.new( title: 'Twitter Bot',
               summary: 'Smug tweets to people who can't spell. Hosted on Heroku.'),
  Project.new( title: 'Other projects',
               summary: 'Crossword Generator, Shakespeare Text Prediction, Langton's Ant.')
]

Employment = Struct.new(:name, :title, :date, :role, :achievements, :skills)

my.employment = Employment.new(
  'Forward3D',          # name
  'PPC Analyst',       # title
  '2012-08 - 2014-08', # date
  # role
  ['Managed the paid search activity for two e-commerce clients.',
  'Automated many processes using Ruby, Javascript and Hive.'],
  # achievements
  ['Wrote a script to generate entire Adwords campaigns, saving hundreds of man-hours.',
  'Automated most of my reporting duties.',
  'Created scripts to update ads hourly based on product prices, stock levels & weather.'],
  # skills
  ['Ruby, Javascript & Hive used on a daily basis.',
  'Built, updated and queried Databases using HiveQL and SQL.'])

my.education = {
  durhamUniversity: [ 'MSc Evolutionary Anthropology', 'BA Archaeology & Anthropology'],
  etonCollege: { alevels: [['A', 'Ancient History'],
                           ['A', 'Biology'],
                           ['B', 'English Literature']]}}
}

my.interests = [
  'Programming', 'Ruby, Javascript, SQL & Web Development. Active on Github'],
  'Sport', 'I enjoy playing squash, tennis, skiing and diving.',
  'Also', %w{Travelling woodworking Choral Music Go Piano Investing}
]

```