**Aidan Reid**

Letterkenny, Ireland  
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+ 353 877834645

[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 eight years’ freelance experience and have worked with a diverse mix of clients. Currently working full-time for a digital marketing agency but available for freelance opportunities through my consulting business, Errigal Digital.

**EXPERIENCE - Web/Marketing**

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

* Design and creation of websites on various CMS platforms including WordPress, Wix and 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 requests, e.g. JetEngine, Elementor, WP Bakery Builder.
* Creator of content for both social media, websites and blogs both inhouse and for clients.
* Copywriting, proofreading and technical writing upon request for clients in the tech industry.
* Generating monthly reports utilising SEMrush, Google Analytics and various other tools to illustrate marketing trends, website traffic activity and prescribe ways to improve key performance metrics.

**DONEGAL LEO** NOV 2024 – CURRENT  
*Mentor*

* I coach and mentor business owners in the early stages of their development as part of a collaboration with Donegal’s Letterkenny Enterprise Office.
* Provide assistance with web development, digital marketing, content creation and offer practical advice.

**ADDITIONAL 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.

*Other Interests*

I am a voracious reader of books, an avid traveller and enjoy gaming. I am the author of five books - two of which were Amazon bestsellers.

**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