

# Scott Gale

An innovative tech professional with a passion for learning new skills, having transitioned from the finance world into the web development and digital marketing space. Highly organised, with a knack for problem-solving through logical reasoning and keen attention to detail.

Leveraging my experience in analytical roles, I have honed strong communication and organisational skills, enabling me to develop and execute clear tactics and strategies to overcome challenges, whether working independently or within a team. Web development has gained me insights into successful UX and product design, bridging user needs with client objectives.

## EXPERIENCE

### Neural Edge — SEO, Digital Marketing & Website Assistant

DEC 2023 - SEP 2024

Supported digital marketing campaigns by optimising content for SEO, analysing performance metrics and improving UX to enhance engagement and overall brand visibility.

### Various — Part-time Freelance Web Developer

NOV 2019 - PRESENT

Blonde Brothers Beer - solved website ecommerce issues allowing the company to be able to sell to the consumer directly and help streamline their data management in the backend.

### Stockcube Research — Global Equity Analyst

MAY 2013 - JAN 2019

Using technical and quantitative analysis, produced daily trading ideas, weekly strategies and (long only) monthly strategies, across UK, Europe, USA and Asian markets.

## EDUCATION

### Hubspot Academy — SEO I & II Certification Course

SEP 2024

### Google Digital Garage — Fundamentals of Digital Marketing

MAR 2023

### Flatiron School, London — Full Stack Software Engineering

JUL 2019 - NOV 2019

### Edinburgh University — Economic and Social History

SEP 2008 - MAY 2013.

### King's School, Bruton — A Levels

SEP 2002 - JUL 2007

## PROJECTS

### [galejscott.com](http://galejscott.com)

My website that I continue to build and write to demonstrate my skills, interests and progress.

Paddock House  
Hussey's  
Marnhull  
Dorset, DT10 1PD  
**+44 7525374953**  
**[galejscott@gmail.com](mailto:galejscott@gmail.com)**

## SKILLS

HTML, CSS, Javascript.

Ruby, Ruby on Rails and PHP.

SEO - Ahrefs, Screaming Frog, GA4 and GSC.

Exceptional communication skills.

Highly organised and excellent at problem solving.

Visual and critical thinker.

## INTERESTS

### Sports

Hockey, Golf, Tennis, Rugby, Skiing.  
Keeping fit in general.

### Reading

Keeping up to date in the tech world, Biographies, Thrillers, especially a good whodunnit.

### Website Design

UX

## LANGUAGES

English