

# KRISZTIAN SKAKIC

## DIGITAL CONTENT & WEB ASSISTANT



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Edinburgh



[www.krisztianweb.co.uk](http://www.krisztianweb.co.uk)

## PROFILE

Digital content and web assistant with a First-Class Honours degree in Computer Science (Web Development) and hands-on experience publishing and maintaining content across CMS platforms including Umbraco (Uskinned) and WordPress. Comfortable creating on-brand visual assets (Canva), updating website pages, and supporting campaigns with clear, accurate content. Reliable, organised, and keen to grow further in social content, email marketing, and event-related digital promotion.

## SKILLS

### DIGITAL & CONTENT TOOLS

- Content publishing & updates (Umbraco Uskinned, WordPress)
- Canva & basic Adobe (assets, resizing, optimisation)
- SEO basics (metadata, headings, internal links, image alt text)
- Content formatting & QA (accuracy, consistency, brand tone)

### ANALYTICS & REPORTING

- Google Analytics (basic)
- Content performance awareness (engagement, click-through, trends)

### TRANSFERABLE

- Strong attention to detail and consistency
- Confident communicator
- Organised and deadline-driven
- Team support & mentoring

## EXPERIENCE

### FREELANCE WEB CONTENT & CMS SPECIALIST

FJB Agency

2024 - Present, Edinburgh

- Published and updated website content using Umbraco (Uskinned) and WordPress, ensuring accurate formatting and consistent brand style.
- Made small HTML/CSS adjustments for layout, spacing, and content structure where needed.
- Supported SEO and content quality through metadata, headings, internal links, image optimisation, and accessibility checks (alt text, page consistency).
- Worked across multiple pages and requests while meeting deadlines and maintaining attention to detail.
- Added and managed 240+ member records within a CMS system, ensuring accurate data entry and consistency.

### DUTY MANAGER (TEMP) – PREZZO ITALIAN

Duty Manager

2025 September - 2025 October, Edinburgh

- Oversee daily restaurant operations and staff coordination.
- Developed leadership and organisational skills transferable to office/digital roles.

### FLOOR MENTOR – GUSTO RESTAURANT

2019 - 2025

- Trained and supported staff on company standards and compliance.
- Monitored staff performance and provided feedback for improvement.
- Strengthened communication, mentoring, and coordination skills.

# EDUCATION

## NAPIER UNIVERSITY

Bachelor with Honours of Computer  
Science (1st Class Degree)  
Web Development  
2022 - 2024  
  
Edinburgh, Scotland, UK

## EDINBURGH COLLEGE

HND Diploma in Web Development  
2020 - 2022  
  
Edinburgh, Scotland, UK

# SELECTED DIGITAL PROJECTS

**BARONETAGE (UMBRACO):** PAGE REPLICATION, COMPONENT  
SETUP, MEMBERS DATA UPLOAD (240+), SEO META DESCRIPTIONS

**QUPI CAFÉ (WORDPRESS):** DESIGNED AND MAINTAINED WEBSITE  
CONTENT, UPDATED MENUS AND VISUALS, CREATED ON-BRAND  
LAYOUTS, AND SUPPORTED LOCAL SEO AND CONTENT CLARITY FOR  
A HOSPITALITY BUSINESS.

**INDEPENDENT INTELLIGENCE (UMBRACO/USKINNED):** PAGE BUILDS,  
CONTENT FORMATTING, SEO METADATA WORK

**PRIVATE PSYCHOLOGY PRACTICE (WIX):** STRUCTURED SERVICE  
PAGES, FORMATTED CONTENT FOR CLARITY AND ACCESSIBILITY,  
AND SUPPORTED SEO FUNDAMENTALS INCLUDING HEADINGS,  
METADATA, AND INTERNAL LINKING.

# ADDITIONAL EXPERIENCE (HOSPITALITY)

FOOD AND BEVERAGE SERVER – SHERATON GRAND HOTEL & SPA (5  
STARS)

PRINCESS CRUISES - HEAD SERVER