

Joseph Andrew

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Ambitious career changer with a proven track record scaling a brand to national media recognition and 250k annual revenue. Seeking a fresh, permanent challenge where I can leverage my entrepreneurial background alongside my technical knowledge.

Work Experience

Freelance

Assisting with website redesigns at both testing and development level

London

Feb 2025 - April 2025

Frontend Developer

- Collaborated with a conversion rate optimisation specialist in redesigning the website of a talent agency representing A-list clients such as Michael Sheen and Emma D'Arcy.
- Provided design feedback on wireframes, ensuring the final implementation aligned with user experience and business goals.

UX Tester

- Conducted end-to-end mobile checkout audit for e-commerce site Back Market, ultimately delivering a structured report with actionable feedback.

Cocoa Joe's

Chocolate drinks brand with two physical locations and an online shop

York

Jul 2018 - Jan 2025

CEO / Founder

- Grew the business from a single market stall to two stores, with 12 employees and £250,000+ annual revenue.
- Secured national media coverage including appearances on ITV and BBC Radio, plus features in BBC Countryfile, Daily Mail, Express and TimeOut.
- Achieved #1 and #2 rankings on TripAdvisor in each store location with 4.9-5.0/5.0 average reviews on Google and TripAdvisor.
- Oversaw marketing strategy, digital content, and e-commerce operations, leading to a 79% increase in year-on-year online sales in 2024.

Neuro-Insight

Utilising brain imaging technology for market research

London

Jul 2014 - Jun 2017

Freelance Market Research Assistant

- Assisted with data analysis and research for major clients including Twitter, Tesco, The Times and ITV.
- Proved to be a useful asset to the team, and was asked back to help on various projects over a multi-year period.

Education

University of York

BA Politics, Philosophy and Economics (2:1)

York

2015 - 2018

Additional Info

- Proficient in multiple programming languages and frameworks (JavaScript, PHP, HTML, CSS, SQL, jQuery, Bootstrap, Git). Portfolio projects are hosted on my personal website.
- National Finalist in the Institute of Ideas' 'Debating Matters' competition.
- Finalist in the 'Best Independent Retailer' and 'Rising Star Under 30' categories at the Stray Ferret Business Awards.