




# CALEN CRITCHFIELD

WEB DEVELOPER

 Johannesburg, 9142

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## EDUCATION

### PROGRAMMING BOOTCAMP

ZAIO, REMOTE  
2025

- Pursuing full-stack development skills at Zaiio.
- Utilizing programming languages: HTML, CSS, JavaScript, React.js, Redux, Node.js, and Python.
- Fullstack development with hands-on coding experience.
- Equipped with skills for real-world problem solving and software solutions.

### DIGITAL MARKETING

UNIVERSITY OF CAPE TOWN, CAPE TOWN  
2018

- Completed a specialized course in Digital Marketing at UCT, with a focus on Social Media, Email Marketing, and Content Creation.

## LINKS

Website: <https://calencritchfield.com>

LinkedIn: <https://www.linkedin.com/in/cal-en-critchfield-489abb139/>

## SKILLS



## ABOUT ME

As a creative professional passionate about writing, teaching, and digital strategy, I leverage my expertise in HTML, CSS, and JavaScript to craft impactful online experiences, including my work at Writers Bloc and other brands. With skills in SEO, web development , and content marketing, I'm eager to join your team to foster collaboration and innovation, building vibrant communities through compelling storytelling and strategic outreach.

## WORK EXPERIENCE

### FOUNDER | AUG 2023 - PRESENT

#### THE RUSTY ROUTE, JOHANNESBURG

- Directed client bookings and communications, enhancing customer satisfaction and operational efficiency.
- Streamlined client bookings, enhancing customer satisfaction and retention.
- Boosted brand visibility through targeted content and social media strategies.
- Implemented digital technologies that improved operational efficiency by 30%.
- Developed engaging communications, increasing client queries by 25%.

### FOUNDER | OCT 2016 - PRESENT

#### WRITERS BLOC, SOUTH AFRICA

- Spearhead event organization and management, fostering collaboration among creative professionals.
- Design digital technology operations, including website development and communications strategy.
- Organized and executed successful events, driving attendee engagement.
- Facilitated collaboration among creatives, enhancing project outcomes.
- Managed digital technologies, improving communication and outreach.
- Increased event participation by implementing strategic marketing efforts.

### TEACHER | MAR 2021 - PRESENT

#### NOVAKID, REMOTE

Deliver engaging English lessons to European students, specializing in grammar and conversation across all proficiency levels (A1-C2).