

CURRICULUM VITAE (cur-ric-u-lum•vi-tae) n.

a written description of one's work experience, educational, and skills.

PROFILE

A team leader with with fifteen years of progressive experience in web design, development, interactive strategy and digital commerce. Capable of quickly adapting to changing environments, accomplished at team building, project management, and collaborating effectively with stakeholders, vendors and clients.

SKILLS & ABILITIES

Digital Marketing
Content Management
Digital Commerce
Email Marketing
Website Design and Development
Search Engine Optimization
E-shot design and development
Social Media Integration and Marketing
Web Analytics and Reporting
Customer Relationship Management
Project Management

CODE LANGUAGE FLUENCY

Skill Levels: Novice, Competent, Advanced, Expert

ActionScript 2.0 Advanced
ActionScript 3.0 Competent
CSS Expert
JavaScript Competent
PHP Competent
ASP.Net Novice
XHTML Expert
XSLT Advanced
HTML 5..... Expert

APPLICATION FLUENCY

Skill Levels: Novice, Competent, Advanced, Expert

Visual Studio.....Competent
Adobe Dreamweaver Expert
Adobe Photoshop Expert
Adobe FlexCompetent
Adobe Flash Advanced
Adobe FireWorks Competent
Adobe Illustrator Advanced
Adobe InDesign Competent
Adobe Acrobat Pro Competent

* I am also skilled with Camtasia Studio, Microsoft Word, Microsoft Project, Microsoft Visio and WAMP. I am highly computer literate and able to transition to any new application with ease.

Framework, Methodology & Library Fluency

Skill Levels: Novice, Competent, Advanced, Expert

AgileCompetent
YUICompetent
jQuery..... Expert
SpryCompetent
960 GridExpert
Joomla CMS.....Competent
Drupal CMS.....Competent
MODxAdvanced
Foundation.....Advanced
Bootstrap.....Advanced

EXPERIENCE

Senior Web Developer- RMS U.K.

March 2010 – Present, Manchester, U.K.

Working closely with all stakeholders on digital strategy development and working as part of a team I manage all aspects of internet operations: web development, digital marketing, social media, mobile apps, web analytics, content strategy, interface design and usability, domain portfolio management, and platform development roadmaps.

- Developed and deployed over 50 new web sites so far with a myriad of CMS platforms
- Developed and deployed 4 e-commerce websites utilising a mixture of open source CMS systems and hosted solutions
- Created all training documentation, usability study guides and reports for RMS and clients
- Designed, developed, executed and tracked Email and lead nurturing campaigns
- Developed and optimised SEO and PPC strategies and tactics
- Analytics and Reporting: campaign analytics, measuring and analysing web KPI's
- Manage strategic partner relationships
- Full project management of all web projects from start to finish

Responsible for the creation of online visual design, including typography, visual concept, logo and icon design for the Internet and interactive platforms. Effective communication and coordination with the information architects, writers and production artists ensured that the visual design always communicated the desired message, and functioned successfully to varying technical and performance specifications. My role entailed having to: -

- Adhere to an agreed upon delivery schedule coordinated with the Project Manager. Keep the Project Manager notified of any changes in schedule.
- Communicate with the project team throughout all stages of design and build.
- Sign-off sites checking that they have been correctly implemented by development to reflect final approved visual design.
- Work with a large variety of clients.
- Communicate and inform the project team members.
- Have a solid understanding of client deliverables, and the ability to take responsibility for them.
- Specific knowledge of design tools for the online environment.
- Create superior, original designs for the Web.
- Work in concert with a creative to design web applications that enrich client brand experience.

Web designer and developer - BCMB**January 2003 – August 2007, Manchester, U.K.**

Designer, Developer and client facing role which included planning, designing and authoring websites using XHTML, CSS, JavaScript, PHP and MySQL. Major projects included an ecommerce site, email marketing campaigns, a CD Rom, brochure led websites and on-line advertising for various other companies within the HomeForm Group and externally.

Creative and new media consultant – self-employed**May 2001 - November. 2002, Bogotá D.C. Colombia**

A contracts and project-based practice working on diverse media projects, with a focus on usability and brand adaptations for different media platforms. Clients included the Canadian Embassy in Bogotá, the CEC (Canadian Education Centre), and the Colombo-Canadian Chamber of Commerce along with various other smaller companies.

Web Designer and developer – BCMB**January 2000 - May 2001, Manchester, U.K.**

Web designer and developer role which included planning, designing and authoring BCMB client web sites. Sites were either taken from concept to design to completion or by working closely with specific clients creatives. Websites were developed to a high standard while also following the clients corporate image.

Designer and developer - Bifold Fluidpower Ltd**December 1997 - April 1999, Manchester, U.K**

Responsible for all of Bifold-Fluidpower's promotional material. This ranged from the design of product brochures and show leaflets, to the design of a CD Rom along with the design and implementation of two internet sites.

EDUCATION

Salford University	2004-2006
Msc in Design Management (One year School of Management, One year in School of Art & Design)	
City College Manchester	1996-1997
City & Guilds Level II in Desk Top Publishing	
Manchester Metropolitan University	1993-1996
B.A. Hons. In Design History with Practice [2.1]	
Preston College	1992-1993
One Year Access Course 2 "B" Units	
Kirkham Grammar School	1982-1987
5 "O" Levels	

REFERENCES

I have several good references for the work I have produced. These are mainly addressed to RMS as the work was done for the company and not myself. I also have references from Bogotá, Colombia. I would be happy to provide names and addresses (or email addresses).