



## CURRICULUM VITAE

### Personal Profile

An experienced and skilled developer/designer with over 8 years' experience in a creative, dynamic environment. Excellent client liaison skills and a keen ability to design and develop innovative yet functional solutions based on client briefs. Hard-working and professional self-starter with a desire to find new challenges.

### Work-related skills/software used

- o XHTML, HTML (for email), CSS, JavaScript (includes JQuery), Ajax, PHP, MySQL, Linux, JSP
- o Open Source CMS/Blogging, including: WordPress, MODx
- o Web APIs, including: Google and Twitter
- o Work-related software (PC & Mac): Dreamweaver, Photoshop, Illustrator, InDesign, Quark Xpress, Office
- o Competent proofreader and copywriter
- o Excellent client liaison skills

### Professional Experience

#### Feb 2011 to Present - Freelance Web Developer/Designer

- o **Vasari Singers Website**  
Primary Search Engine Optimisation for the site. Involved adding bespoke page titles and descriptions following research using Amazon, Google Insights for Search and Google Instant.
- o **Software Training**  
Supplied professional training to Marketing Executives wishing to increase their knowledge of DTP and web editing. 1 day introductory courses on WordPress Editing and Adobe InDesign CS5
- o **Southwark Pensioners Centre**
  - Redesign and development of Southwark Pensioners Centre website. The site was built using MODx CMS and written in PHP, XHTML, CSS and JQuery. This was accompanied by extensive documentation and staff training.
  - Redesign of their logo and stationery.
- o **CUBE Communications Ltd / Zest Europe Ltd**  
Running HTML email campaigns for a number of their clients.
- o **Jeweller Recruitment Website / The Jeweller Magazine Website**  
Regular updates to the websites.
- o **Polly Gasston Goldsmith**  
Redesign and development of Polly Gasston Goldsmith website and bespoke CMS. Included SEO services and speed optimization.

## **Feb 2010 to Feb 2011 - Junior Web Developer - www.moneysavingexpert.com (Consumer Finance)**

Significant work, roles and responsibilities

- o **Development and maintenance of www.tunechecker.com**  
Creation of artist pages, data harvesting/scraping of new retailer data, manipulation of XML feeds, MySQL query optimisation /monitoring. Also writing and sending weekly HTML emails and posting to Facebook/Twitter.
- o **Development of MoneySavingExpert Tools**  
Development of Healthcare Cashback Calculator, Cheap Broadband Checker and manipulation of XML data feeds, harvesting retailer data for Mobilevaluer.com

## **From Oct 2007 to Feb 2010 - Freelance Web Developer/Designer**

- o **Rocket Products Ltd (Merchandising company)**  
Troubleshooting of Rocket Products (ASP) website and two client (ASP) websites
- o **BPMA (British Promotional Merchandise Association)**  
Creation of multiple HTML emails sent to a 30,000+ membership list
- o **Red Door (Design Agency)**  
Building of websites for LNR Partners Europe and Hatfield Philips (Asset Management).  
Artworking multi-language folders and brochures for Goldman Sachs Asset Management.  
Artworking of Excel spreadsheets and PowerPoint Presentations for Tudor Capital (U.K.), L.P.
- o **Lighthouse chartered architects and designers**  
Building of website from given design.
- o **Goldthorn Mathias Gentle Page (Law Firm)**  
Development of website.
- o **Chelmsford Youth Choirs**  
Design, development and hosting of CYC website plus creation of HTML email template, photography and A5 flyer design. Includes use of bespoke Content Management System.
- o **CUBE Communications Ltd (Marketing, Advertising & Design Agency)**  
Responsible for maintenance/updates of N.A.G., Baker Brothers Jewellers, Hydrex Motorsport and Corporate websites. Creation and monitoring of microsites for Japan Airlines (JAL) and Japan National Tourist Organisation online competitions. Creation of online surveys for JAL and statistical analysis reports of the data. Holiday cover, artworking several editions of *The Jeweller Magazine*, Hydrex Motorsports Brochure, Hydrex Folders and print ads

## **Oct 2002 to Oct 2007 - Web Manager CUBE Communications Ltd (Marketing, Advertising & Design Agency)**

Significant work, roles and responsibilities

Major work undertaken

- o Design, building and maintenance of National Association of Goldsmiths' (N.A.G.). Included creating multiple web-based forms, an online calendar, popular polls, multiple in-site search facilities with paged results, session-based members login with conditional CSS formatting.

- o Design, building and maintenance of N.A.G. Supplier Directory - a Members-only searchable PHP/MySQL-based N.A.G. microsite of suppliers to the jewellery trade.

#### **Other web roles and skills**

- o Sole point of contact for all CUBE's web projects and responsible for all aspects of the project including: proposal and estimate development, presentation of creative ideas to client, design and development of solutions and maintenance
- o Management and maintenance of 15 websites on a Linux-based Virtual Private Server
- o Management of externally hosted websites, including an eBay Shop
- o Management of Google Adwords campaigns plus Google Analytics reports

#### **Key Achievements**

- o Set up the company as a web reseller. generating c.£2000 of income each year  
Personally secured the contract for the National Association of Goldsmiths Website

#### **Jan 2002 to Oct 2002 - Freelance Creative Artworker/Web Designer for the following clients:**

- o Peters Edition Ltd (Music Publisher) Maintaining existing website plus building their new website
- o CUBE Communications Ltd Preparing *The Jeweller* magazine for print. The work involved: copy editing, page layout and outputting for print.

#### **Sep 1998 to Jan 2002 – Sales/Marketing Assistant**

*Peters Edition Ltd (Music Publisher)* – Responsible for the design, maintenance and development of the Peters Edition website for the London and New York offices and organising regular HTML e-mailshots for all new issues, targeting very specific areas of the market based on information directly relating to customer feedback. Also responsible for designing majority of artwork for Sales Department, including: printed/online adverts, leaflets catalogues, programmes, flyers, exhibition material, cover designs for a number of best-selling titles.

#### **Education**

1994-1997 - University of Lancaster

- o Undergraduate Degree: BMus (Hons.) Bachelor of Music

1984-1994 - King's School Rochester, Kent

- o A Levels: Music, English Literature, Religious Studies, General Studies
- o AS Levels: Theology
- o GCSEs: 9 including Maths and English

#### **Work-related courses attended**

- o May - July 2007 - City University, London - Advanced Web Techniques with PHP. 10 week evening course covering: GD Library, OOP in PHP5, PHP Security Issues, SimpleXML, RSS and Google API
- o November 2001 - Ubiq, SE London - Adobe Illustrator 2 day course
- o April 2001 - Ubiq, SE London - Macromedia Dreamweaver/HTML 2 day course
- o January - April 2000 - Goethe Institut, South Kensington - Basic German for beginners

#### **Work experience**

- o July 1996 - Royal Opera House, Covent Garden Administrative Assistant
- o April 1996 - Pimlico Opera, City of London Administrative Assistant

#### **Interests**

I am a keen singer and pianist and have sing with some of the top amateur choirs in the country. Other interests involve squash, real tennis, photography, comedy and film. Also I have enjoyed working on various films, TV dramas, adverts and pop videos as a Background Artist.