

Technical and logic-driven web developer and software developer. Focussing on clear, concise code that balances a positive end-user experience with business goals. Over 15 years experience excelling at both hands-on and leadership roles. Skilled at front-end and back-end development, internet and email marketing, and clear, effective communication.

PROFESSIONAL EXPERIENCE

Senior Web Developer

United Mail Order

Hong Kong (remotely from Hamilton, NZ)

March 2008 – February 2017

- developed new e-commerce platforms increasing revenues threefold
- improved UX of existing websites resulting in increased visitor conversion rate
- managed a team of web developers, software developers, customer service representatives and content writers
- communicated effectively with end-users, staff and suppliers in various locations and time zones

Web Developer / Software Developer

Ink Electronic Media

Hamilton, New Zealand

June 2003 – March 2008

- created and maintained a network of e-commerce sites with combined annual sales exceeding \$5M
- developed software and databases to manage customers, process orders and manage stock levels
- attained top google rankings for numerous search terms through organic SEO practices.

Software Developer

PricewaterhouseCoopers

London, UK

March 2002 – May 2003

- worked with partners, actuaries and external stakeholders to develop risk management software for insurance companies
- documented software product life cycle and authored user guide
- customized and designed Lotus Notes mail templates
- developed and reviewed detailed financial spreadsheets

Second Line Support Analyst

CapGemini

London, UK

May 2000 – March 2002

- achieved consistently high levels of service, supporting a customer base of 24,000 partners and staff
- mentored a team of 24 first-line analysts
- prepared training documentation and led training of new employees
- managed company intranet and knowledge base
- created a ticker-style application to be used by all help-desk staff

EDUCATION

1995 – 1999

Bachelor of Business

Bachelor of Exercise Science

Griffith University, Australia

CORE SKILLS

HTML

CSS

JavaScript

PHP

MySQL

Email Marketing

SEO

XML

Visual Basic

Training / Mentoring