

A driven Front End Web Developer with over 10 years of commercial experience, both producing and co-ordinating website development for a number of high-profile brands for a variety of locales in the UK and across Europe. I am skilled in having a high attention to detail and possessing an adaptability to work both independently as well as a strong member of a team. Within my spare time, I am continually looking to expand my knowledge which has included developing my own WordPress and PHP-based projects using Advanced Custom Fields. I am looking for a role to continue to develop my current skillset and broaden my experience within Web Development.

Employment:

Current Employment:

July 2016-Present – White Stuff Ltd., London

Title: Content Development Manager

- Led an integral team responsible for supporting the re-platform to Intershop; the company's largest web-based project to date
- Facilitating a strong working relationship between the Content Development and Creative teams
- Collaborated with the Web Analytics team to produce an element-level tracking solution which vastly improved the accuracy of website reporting
- Encouraging a series of best practices for the development team to follow, to help improve workflow, accuracy and throughput
- Tutoring of new starters and wider team members by producing extensive training materials including video walkthroughs of key systems

Previous Employment:

July 2014-July 2016 – White Stuff Ltd., London

Title: Online Content Developer

- Influenced the customer experience by introducing a Mobile First, Responsive Website Design approach to content development projects, which contributed to a significant growth of the adaptive mobile-based website
- Introduced best practices for the company's email development to improve both engagement and readability
- Assembled and presented website enhancement concepts and wireframes to senior management which included an enhanced E-Gift Card purchasing experience and full checkout user journeys

March 2013-July 2014 – Pro:Direct Sport, Newton Abbot

Title: CSS/HTML Editor

- Instrumental in the use of standards-compliant static and responsive content for high-profile brands including Nike, Adidas & Puma
- Selected as a core member of the Front-End Web Development team to oversee the enhancement and production of the company's flagship soccer and tennis websites
- Welcomed a number of developers into the team, ensuring that they had a strong on-boarding experience and continued support

Skills & Software Experience:

HTML5

CSS3

JavaScript

PHP

Bootstrap

WordPress

Advanced Custom Fields

GitHub & Bitbucket

Google Optimize

Visual Studio Code

Figma

Education:

2008-2011 - University Of Plymouth

BSc (Hons) Digital Art & Technology, 2:1