

Curriculum Vitae

Personal Information

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Employment History

Wendy Wu Tours – March 2018 - Present

Website Manager

I was recruited to Wendy Wu Tours to head-up the pathway to “digital transformation”, which was an overhaul of the business operations from a trade-based travel agent to an online player in the tour holiday sector of the travel industry. My main responsibility has been overseeing the development of a new dotcom, the amalgamation of several market websites into a single top-level domain built on an entirely new Umbraco powered CMS. Working with stakeholders in Australia, New Zealand and a team of remote engineers in China.

- Front-end development
- Greenfield Project, built from the ground up
- Responsible for the day-to-day management of a UX designer and two developers.
- Global Stakeholder management
- Content Management with SEO in mind
- Building working partnerships with our SEO agency.
- CRO & A/B Testing using VWO as our CRO platform
- Project Management
- Data Architecture
- Email Marketing
- Analytics (GA & GTM)
- <https://staging.wendywutours.com>

James Villa Holidays – July 2014 - March 2018

Website Manager

An opportunity arose within James Villa Holidays for a website manager, which I was the successful applicant. My remit fundamentally was to manage online conversion and ensure a best in class user-experience across the portfolio of websites.

- User Experience design of refreshed e-commerce platform.
- Brownfield Project, using existing data sources and back-end systems.
- Prioritised roadmap
- Project Management
- Stakeholder management
- CRO, A/B Testing using Qubit as our CRO platform
- Front-end Development
- Email Marketing
- Analytics (GA & GTM)

James Villa Holidays – February 2013 - June 2014

Application Developer

Programming Knowledge

HTML, Optimised HTML for Email Campaigns, XHTML, CSS including CSS3, HTML5, JavaScript, JQuery, Java, JSP, Coldfusion

Systems Administration

Apache, Windows 7

Programmes Used

Dreamweaver CS6, Fireworks CS6, Adobe Photoshop CS6, Microsoft Office XP, Eclipse, SVN

Content Management Systems

James Villa Holidays Bespoke Rescentral System CMS

Social Media

Facebook Applications, Twitter Personalisation/Management

Mobile

Optimisation of web-content for mobile devices

I originally joined James Villa Holiday as an application developer. Using my front-end development background I imparted much knowledge to the multi-disciplined team whilst learning Java and JSP back-end programming code in exchange for sharing my Front-End development experience.

- overhauled of marketing email templates from fully image based campaigns to responsive HTML
- UI development of a mobile app.
- Responsive website UI and UX design.

Cyclone Creative Technology – April 2010 – January 2013

Front End Developer

Programming Knowledge

HTML, Optimised HTML for Email Campaigns, XHTML, CSS including CSS3, HTML5, JavaScript, JQuery, Angular, NodeJS

Whilst working for James Villa Holidays and unbound by contractual restrictions, I've had the opportunity to provide freelance development services for a former colleague who has set up a technology company in Singapore. Working remotely across several projects over the past five years, I've been involved in various developments for Far Eastern and global companies from Toshiba, Danone, YouTube, Hewlett Packard and Porsche.

- Multi-national development resource
- Multi-national stakeholders
- Introduction to Angular

- HTML Email development
- FE Development
- Responsive Website Development

Archibal Ingall Stretton – April 2010 – January 2013

Front End Developer

Programming Knowledge

HTML, Optimised HTML for Email Campaigns, XHTML, CSS including CSS3, HTML5, ASP.net, XML (for RSS, Podcasting and flash), MVC, JavaScript, JQuery

Systems Administration

MS IIS, Microsoft Windows XP, Windows 2000, Windows NT

Programmes Used

Dreamweaver CS3, Fireworks CS3, Flash CS3, Adobe Photoshop CS3, Microsoft Office XP, Visual Studio 2008/2010, SVN

Content Management Systems

Wordpress/Blogger blogging platforms

Social Media

Facebook Applications, Twitter Personalisation/Management, YouTube Channel Creation

Mobile

Optimisation of web-content for mobile devices

I was part of an multi-national team of front-end developers at Archibald Ingall Stretton tasked with the development and creation of digital solutions for all clients on the agency roster. These include O2, EDF Energy, Asda, Skoda and Pizza Express.

- Microsite campaigns
- HTML Email development
- E-commerce website development
- Accessible Website development
- Onshore/offshore development team
- Social Media
- Google Analytics

JWT / RMG Connect – April 2006 – April 2010

Online Content Manager / Front End Developer

Programming Knowledge

HTML, Optimised HTML for Email Campaigns, XHTML, CSS, ASP.net, XML (for RSS, Podcasting and flash), XSL JavaScript, JQuery, MooTools, Adobe Spry

Systems Administration

MS IIS, Microsoft Windows XP, Windows 2000, Windows NT

Programmes Used

Dreamweaver CS3, Fireworks CS3, Flash CS3, Microsoft Front Page, Adobe Photoshop, Microsoft Office XP, Visual Source Safe, Visual Studio, Microsoft Visual Web Developer Express, SQL Server, Lotus Notes

Content Management Systems

Teamsite, Joomla, Elektron, Wordpress/Blogger blogging platforms

Databases

MS Access, SQL Server

Social Media

Facebook Applications, Twitter Personalisation/Management, YouTube Channel Creation

Mobile

Optimisation of web-content for mobile devices, iPhone Web Application development/optimisation

My front end developer role at RMG Connect enabled me to work across multiple projects for several clients, primarily HSBC, Shell, Nokia, Kellogg's and Rimmel London. During my time here I developed web/mobile applications for AIGP, AOL, VoteMatch, Trident and Johnson & Johnson.

- Front-end website development
- HTML Email development
- Social Media
- Google Analytics

Qube Data Management Ltd – May 2000 – April 2006**Website Designer****Programming Knowledge**

HTML, XHTML, CSS, ASP.net

Systems Administration

MS IIS, Microsoft Windows XP, Windows 2000, Windows NT

Programmes Used

Dreamweaver MX, Fireworks MX, Flash MX, Microsoft Front Page, Adobe Photoshop, Microsoft Office XP, Visual Source Safe

Databases

MS Access, SQL Server

My role as a web designer/developer came organically, with my personal interest in web design/development I was given the opportunity to develop a small site for a local architect company who required a web presence. With Qube Data Management evolving from in-house database applications to fully fledged web applications I was worked alongside a back-end developer gaining an understanding of the technology, whilst using my front-end skills to develop other, smaller scale static sites for other clients. During my time at Qube I worked on projects for Renault UK, Nissan GB, Rank Gaming Group, First Quench and Kent County Council.

Customer Service/Computer Operator – May 2000 – November 2003

Originally I was employed by Qube Data Management Ltd as a customer service computer operator, working on a telephone helpdesk answering and dealing with queries relating to a customer loyalty scheme run by First Quench Retail Group. With the introduction of the Nectar scheme and First Quench Retail Group no longer requiring Qube's services I was placed in a similar position with Renault UK who were at that time our new client. With this role change, my tasks were more varied and more IT based. For example I would have sole responsibility in collecting data from Renault dealerships and ensuring that the data was in the correct format to be loaded onto our database.

Interests

I consider myself to be something of a 'digital evangelist' advocating all uses of technology and its role in storytelling in particular. I am a keen photographer and love spending time with my family and capturing our moments together. For each of my children I took a photograph of them all for each day of their first year as a little project - although I wasn't quite expecting to have to do it three times! Outside of running children to football training, dance classes and repeated attempts to finish my first novel you can find me on the terraces somewhere across the UK watching Gillingham Football Club try their best to destroy what is left of my soul.