

Andy Crathorne, Web Developer

Profile

I am an enthusiastic and self motivated web developer with the ability to create user friendly applications with a very high attention to detail. I describe myself as an all-round web developer with competences in design, front-end coding, and back-end development. I have an unusually high attention to detail, resulting in pixel perfect precision in everything I do. I enjoy the challenge of managing a website using best practice techniques combined with test results to optimise and improve performance and the customer journey.

I have five year's experience as a web developer, nine year's experience as a freelance web developer, one year's experience in a web marketing role, and a multimedia degree. I'm currently working as a web developer for a large financial company in Bournemouth. I'm looking develop my career further in a web management role making use of my development, analytical, marketing, and project management skills.

Experience

Web Developer

The Richmond Group, Bournemouth

Dec 2009 - Present

Working within a team of fifteen developers I am responsible for the continued development of the website focussing on the customer journey through split testing and usability evaluations. As a result of split testing different form versions I increased conversion by 4% and over a 2 month period increased customer retention by 16%. This also includes working on payment systems, the application process, and the final online product. As well as development, I run an SEO campaign and analyse customer interactions to improve customer understanding and conversion.

Technical and Marketing Webmaster

Key Industrial Equipment Ltd., Verwood

Aug 2008 - Dec 2009

Key are a large mail order company supplying industrial equipment. My role involved both technical and marketing aspects of running the e-commerce website and e-business activities. Duties included email marketing, SEO, e-procurement, landing page optimisation, testing and measuring, and developing website features. I worked closely with 23 other companies across Europe who share the same web platform.

Senior Web Developer,/Project Manager

Freshleaf Media Ltd., Wimborne

Jun 2005 - Aug 2008

Freshleaf specialise in building b2b websites for large companies. My role primarily involved creating applications such as content management systems and e-commerce websites. I managed their largest client, Emerson Network Power, involving development, project management (including timescales, costings, workload priorities and account management), and regular meetings at their head office in California.



I am defiantly happy for you and truly wish you the very best. I will certainly miss working with you. If you ever have chance to come out here or need anything feel free to contact me.

Michael Tippner, Marcoms Manager, Emerson Network Power

Web Developer

Designamite Ltd., Exeter

Sep 2003 - Sep 2004

Starting out as freelance this role quickly developed into a full-time position during my placement year. As the only web developer for this design agency I was responsible for developing every website, working on a wide range of projects.

Key Skills

PHP (4+5), MySQL, MSSQL, JavaScript/Ajax, OOP, XHTML/CSS, XML/RSS, jQuery, Photoshop/Illustrator/Flash/DreamWeaver, accessibility, W3C standards, usability testing, SEO, Office, analytics, journey analysis, email/online marketing, page and site optimisation, digital content, testing and measuring, version control, web services.

Education BSc (Hons) Multimedia Communications, 2:1
Bournemouth University *Sep 2001 - May 2005*
This four year course covered a range of topics including web design, e-business, project management, databases, and multimedia. I gained knowledge of all aspects of web projects and good design practices, including usability and accessibility.

AC Multimedia AC Multimedia is a front for my freelance work which I started in 2001. My major freelance projects are listed on my website at www.acmultimedia.co.uk including a custom built e-Commerce website for a department store. All projects are custom built and completed entirely by me, including design, coding, and marketing. AC Multimedia gives me the freedom to work on my own terms, developing my skills further in different areas of development. I enjoy all stages from proposals to completion and get a sense of satisfaction when I begin and complete a project.

// AC Multimedia are a joy to work with, they work so fast that it is a struggle to keep up. Their communication is clear and straight forward. We were investing significant time and money to an area in which we had no experience and little knowledge. Their energy, professionalism and honesty gave us confidence from day one. I enthusiastically recommend AC Multimedia to everyone.
Ronney Ball, Wroes Department Store

// AC Multimedia started work on the Pier Photography website very quickly and had the site online in a matter of weeks. The website is exactly as I'd imagined, they really listened to what I wanted and created something that far surpassed my expectations.

AC Multimedia were prompt, reliable and honest and that for me is worth it's weight in gold. In an industry that is sometimes hard to understand AC Multimedia made things simple and produced a fantastic product that communicates my message perfectly to my customers. What more could you ask for?
Philip Hartley, Pier Photography

About Me Apart from the web, my passion in life is snowboarding and I head to the slopes every year. I keep fit by playing football twice a week, running along the beach and going to the gym. I love spending time on the beach in the Summer, reading a book, and attempting to surf. I'm a keen adrenaline junkie and jumped out of a plane last Summer to raise money for Julia's House. Weather permitting, I also like to take my kayak out along the South coast and around Poole Harbour.

I enjoy music and comedy shows and go to as many gigs as I can. My favourite stand-up is Time Vine for his quick one liners. I like motorsport and attend the British Touring Cars and British Grand Prix regularly.

I'm a honest, easy going and hard working person, always looking to improve myself and progress my career further in web management.