

Subject: Application for Senior Web Developer Position

Hello Matomo.org :)

My name is Jean-Pierre du Preez, and I am writing to express my interest in the Senior Web Developer position at Matomo.org.

As a lead developer at the Mail & Guardian in South Africa, I have acquired extensive experience in WordPress development and have successfully managed various web projects for prominent newspapers. Notably, I have spearheaded the implementation of membership and subscription strategies, as well as effectively managed GAM inventory and third-party integrations.

Having recently visited New Zealand, I was captivated by the lifestyle and scenic beauty, prompting me to explore potential opportunities to relocate. With a sister who is a citizen of New Zealand, the prospect of joining your team at Matomo.org is particularly appealing to me.

I am confident that my skills and positive attitude would make me a valuable addition to your company. Upon reviewing the benefits offered by Matomo.org, such as "bereavement leave for pets" and the emphasis on professional development, I am even more enthusiastic about the possibility of contributing to your team.

Attached is my resume for your review. I would greatly appreciate the opportunity to discuss how my experiences align with the needs of your team further. Thank you for considering my application. I look forward to hearing from you.

Warm regards,

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JP du Preez

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MAIL & GUARDIAN, *Lead Developer*

2022 - Present

The *Mail & Guardian* is a premier weekly newspaper in South Africa. Offering quality journalism and insight, as a trusted source of information.

The *Mail & Guardian* site (mg.co.za) required urgent attention in all departments prior to my employment. A 3rd party company was handling development and maintenance, and progress was slow and expensive.

The site is built on WordPress and hosted with KINSTA and contains over 100,000 posts.

My initial deliverables included:

- Implement a complete redesign
- Develop new custom WordPress theme
- Evaluate and import legacy content
- Reduce codebase
- Ensure a faster, more stable website
- Mobile first design
- Develop clearly communicated content and consistent style
- Revue and implement subscription and registration services
- Implement GA analytics
- Optimise UX/UX across all digital assets
- Fix and manage the newsletter ecosystem
- Optimise and automate where possible

I have updated, designed and developed additional projects that fall under the *Mail & Guardian*, such as *200 Young South Africans*, *Greening The Future* and *Power Of Women*.

With a small team (two developers and a manager) we prioritise and manage to maintain the current site, as well as develop new features. We have to work smartly to meet expectations on time.

SKILLS / EXPERIENCE / KNOWLEDGE

HTML
CSS
Javascript
Jquery
WordPress
PHP

WordPress Specific
Theme Development
REST API

Software & Services
Photoshop
Figma
Github

WooCommerce
Setup & Implementation
Memberships & Subscriptions
User Management

Newsletters
Management & development
Subscription strategies
Revive - Newsletter Ads

Google Ad Manager
GAM technical support
GAM inventory implementation
G4 Analytics

Cloud Services
GCP - Google Cloud Platform

Hosting
KINSTA
Chemicloud

Misc. Experiences
UX principles
FT publisher workshop
Scrum (methodology)
Python
.ASP
MailChimp
Podcast Production
LogicX Pro

ARENA Holdings, Developer / Ads-Lead

2018 - 2022

Initially hired to handle GAM technical support and along the way my responsibilities grew to include:

- Ads lead for Google Ad Manager on all publications.
- Support AdOps with issues around creatives.
- 3rd party ad partners, technical support for *Browsi*, *Vicinity*, *nearMe* & *Teads*.
- Newsletter technical support and new newsletters creation.
- Admin access on Everlytic, an email fulfilment company.
- Attending internal customer queries & requests.
- Developing and designing new WordPress projects, including initial concepts, user journeys and strategy.
- Support devOps in fulfilling project designs, as well as design teams with promotional designs and concepts, including html/css implementation.
- Update and maintain current WordPress client sites, suggest improvements and facilitate newsletter development.
- Help the team meet sprint deadlines.
- Participated in daily scrum meetings

GAM & adOps support for:

- TimesLive, Sunday Times
- Business Day, Financial Mail, Wanted
- SowetanLive
- HeraldLive
- DispatchLive
- VryeWeekblad

Site creation & AdOps implementation:

- Business Media Mags
- SAHomeOwner, SAHO Suppliers Guide

Legacy tech Support

- The HomeChannel
- The Media Online

CURRENT & PAST WORK

MAIL & GUARDIAN

Design & Development
mg.co.za

BUSINESS MEDIA MAGS

Design & Development
bmm.co.za

BRANDS & BRANDING

Development
brandsandbranding.co.za

ONE ON MUTUAL

Development
oneonmutual.co.za

SUBARU BRYANSTON

Development
subarubryanston.co.za

HERON BRIDGE RETREAT

Development
heronbridgeretreat.co.za

IGNITION LIVE

Design & Development
www.ignitionlive.co.za

TONIC DESIGN

Design and development
www.tonicdesign.co.za

DigitalBone, Freelancer

2009 - 2011 / 2016 - 2018

Full range of services included:

- Design
- Development
- Consulting
- CMS Systems
- Content Management
- E-commerce integration
- Technical Support
- Hosting & Domain Management
- Mailing service

Clients included:

- Forever Giants (marketing agency)
- Old Mutual (insurance)
- Child Protection Exchange Forum (NGO)
- 3rd Eye Studios (dance studio)
- Kraszna-Krauzs Foundation (Photographic Awards)
- Friedrich Naumann Foundation (NGO)
- HeronBridge Retreat (Accommodation & Conferencing)
- Brands & Branding (Publishers)

Times Media Group / Developer & designer

2011 – 2016

Responsibilities:

- Design & Develop for applications and websites
- Develop Wordpress CMS
- Implement responsive design
- Support existing legacy websites and communicate with stakeholders
- Support Ad-Ops with client requests
- Documentation tasks and projects
- Demo and present new technologies & trends
- Integrate responsive frameworks with Java platforms

Clients Included:

- SowetanLIVE
- TimesLive
- SundayTimes

SPOKEN LANGUAGES

English, Afrikaans

ID

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ADDRESS

Clovelly Rd
Greenside
Johannesburg
South Africa
2193

EDUCATION

1989-1993

Parktown Boys High
School

Matric

1994

Damelin

Diploma in Computer
Animation

1999

Novell

Certified Web Designer

1999

Novell

Certified Internet Business
Strategist

2000

Vega

Macromedia Flash
Certification

- IgnitionTV
- The HomeChannel,
- Financial Mail
- BusinessDayLIVE
- HeraldLIVE
- DispatchLIVE

Osiris Trading / Designer in Retention Dept.

2006 – 2009

Responsibilities:

- HTML Design & Layout
- Emailers
- Online Promotions
- Creative Concepts
- Various Site Maintenance

Clients Included:

- Fortune Lounge
- Platinum Play
- Vegas Palls
- 7 Sultans

Internet Strategies / Frontend design & developer

2002 – 2005

Pin-Point / Frontend design & developer

1997 – 2001

Phase 2 Music Stores / Sales (part-time)

1994 – 1995

ABOUT ME

Hi :)

JP stands for Jean-Pierre.

I am reliable and honest, and I am not afraid to ask questions.

I have an easy-going nature but don't let that fool you into thinking that I am not observant.

I am able to maintain momentum and perform in an individual capacity, as my time spent as a freelancer taught me the importance of self motivation and planning.

Freelancing also taught me that I did not like chasing invoices and finding additional clients, so my preference is to work within an organisation or company and then I can focus on learning new skills, sharing my knowledge, and updating and creating new products that I can be proud of.

I have a very strong design background, as I originally began as a front-end designer.

TACKLING PROJECTS

Strategy or vision must be established first. Various methodologies can be embraced – such as *design thinking*. This methodology can be a valuable tool for creating an empathetic user experience.

The process usually involves:

1. Empathising with the users,
2. Defining their needs / problem that need solving,
3. Generating creative ideas
4. Prototyping and testing these ideas
5. Evaluating feedback & implementing

A clear user journey is always important and can be achieved through role playing and creating a persona.

Motivations and pain points must be considered. The best place to start is with a piece of paper and pencil... like most things.

DEV TIME

‘Dev time’, may involve headphones and focus. This can be time spent exploring solutions, playing with new ideas and delivering on current projects.

I prefer modern, informal work environments that are focussed on deliverables.

PERSONAL VIBES

I have played guitar for over 30 yrs and enjoy creating songs and ‘jamming’ with mates. Besides the mental therapy music offers, it is a great way to meet people.

I like to walk daily, and I hike and swim whenever I can.

Exploring and getting close to nature is a favourite holiday destination for me.

When I am chilling at home, I like to watch football (soccer), or listen to audiobooks as I tackle the housework.