

# Toby Lester

## Web Content Manager and Frontend Developer



[View my portfolio](#)

Highly skilled and dedicated CMS, content, and web frontend specialist with a track record of delivering exceptional content and managing custom and enterprise-level CMS platforms.

toby\_lester@hotmail.co.uk  
07786826626

## Work History



### Web Content and CMS Manager, 2021–present

*Upp Broadband, a quickly evolving altnet start-up*

- Managing supplier and third-party developer relations and output
- Working closely with key stakeholders to deliver mission-critical content
- Learning, using and constantly iterating and improving a new-to-market enterprise CMS with complex integrations



### Content and CMS Specialist, 2019–2021

*IRIS Software Group, a SaaS business with a wide product portfolio*

- Delivering content for over 150 products on tight deadlines
- Researching, planning and producing content, including copy, images and video
- Managing complex editorial projects, SEO, and UX



### CMS Manager and Product Developer, 2016–2019

*Mimeo, a B2B print-on demand business*

- Creating and developing the award-winning Customised Exercise Book product
- Developing a custom CMS and over 2,000 items of regularly refreshed content



### Proofreader, 2015–2016

*Mimeo*



### Copywriter, 2014–2015

*Cream Club*



### Assistant Technical Documentation Consultant, 2010–2014

*A. J. Marlow*



### BA English Language and Linguistics, 2010–2013

*Sheffield Hallam University*






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## Web and CMS Manager

<https://fretsome.github.io/TL-Portfolio/>

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### Skills

-  CMS, SEO and content management
-  HTML, CSS and Javascript
-  Project management and editorial
-  Proofreading with a high attention to detail
-  Copywriting and content creation

### Awards and Achievements



#### **Award for Best General Classroom Resource**

*The Education Resources Awards, 2018*

I have produced and developed the award-winning Customised Exercise Book product and its associated marketing campaigns.







#### **Five-time completer of the NaNoWriMo Challenge**

*NaNoWriMo, 2014, 2016, 2017, 2018, 2021*

NaNoWriMo challenges writers to produce a 50,000-word novel across the 30 days of November.

### Personal interests

-  Creative writing (particularly novels)
-  Electronics, including building custom video game systems and arcade machines.
-  Mechanical keyboard design and production.  
I designed and sold a mechanical keyboard product across four continents.
-  Music and performance, including playing the guitar and songwriting.