



Gavin Simms

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A B O U T M E

I come baked with extensive experience in IT Systems Management and Development that give me the practical experience to add value to your team...

What sets me apart from other ICT professionals are my soft skills. I am a social person, I enjoy and work well with people, not just computers. I have a love for the socio-technical aspect of computing not just the technology. I am experienced and skilled at getting people to work with technology, not against it.

E D U C A T I O N

Diploma in IT

AIT – Coder Academy (Sydney, Australia)
2020-2021

Advanced Diploma of Information Technology Project Management

TAFE NSW
2018-2018

Bachelor of Science (Honours) In Computing & Information Technology and Design

The Open University (UK)
2009-2015

Certificate in Information Technology and Computing

The Open University (UK)
2009-2010

Nationality

Dual Australian and British Nationality

E X P E R I E N C E

Technical Account Manager

Yieldify Sydney/2021-April 2024

Yieldify is a fully managed end-to-end personalization platform that helps ecommerce marketers generate more revenue by engaging their customers with personalized experiences. In the last 4 years, more than 1000 ecommerce brands in North America, Europe and Asia-Pacific have generated over \$2.5 billion in extra revenue with Yieldify's service team and platform.

Key Tasks:

Co-responsibility for the APAC regional support for CSM's and Sales teams; providing escalated support for more nuanced issues implementing and running client campaigns, mapping of client sites (specifically tracking revenue and page types), and implementations of the Yieldify platform. A middleman between the development team and sales and services teams, whilst also performing development tasks autonomously.

Key Achievements:

Having recently upgraded my technical skills, finishing a 9-month coding bootcamp prior to starting at Yieldify. I was able to slide into the role at Yieldify providing practical client facing technical knowledge and translate this, both to solving development issues myself, and liaise with the remote development team (based in London). This took pressure off the developers and remote engineering teams, and empowered the APAC team, with confidence to sell and support the platform in the APAC region.

IT Manager & Systems Engineer

Heckler/Sydney & Singapore/2018-2020

Heckler is a leading post-production company with headquarters in the historic Paramount House building in Surry Hills, Sydney. A second post-production house is located in the beautiful district of Telok Ayer in Singapore.

Key Tasks:

Responsible for the entirety of the Group IT; Management of the infrastructure of both the Sydney and Singapore offices. Management of IT Staff and contractors, IT budgets, IT projects, R&D and management of all associated IT systems used in the company. I reported directly to the company partners.

Key Achievements:

Heckler are one of the premier post production houses in Australia. Their needs range from the basics of email communications and file storage through to complex GPU pipelines for their 3D FX renders and edits. When I started at Heckler there was no backup regime, I was able to setup, automate and manage a 3-2-1 Backup system. Through working with the business partners and reviewing budgets we were able to grow our GPU Deadline farm by over 600% from their previous setup and also include redundancies of cloud-based GPU farms. Whilst at Heckler I was able to set up and manage the Singapore Office, which was my proudest achievement. I was able to setup and have the IT Systems of the Singapore office fully operational in one month from obtaining our office lease; working with the partners in the company and finding suppliers and procuring needed resources, I was able to Project Manage the setup both remotely in Sydney and on the Ground in Singapore. The project came in on time, and on budget.



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PROFESSIONAL CERTIFICATIONS

Google Workspace Administrator Fundamentals
Apple Certified System Administrator
Apple Certified Associate - Mac Integration
Apple Certified Support Professional
Apple Certified Technical Coordinator
Apple Certified iOS Technical Training
Information Technology Information Library (ITIL) | V3 Foundation
Evernote Certified Consultant
Remote Pilot Licence (RePL) | Civil Aviation Safety Authority

PROFESSIONAL SKILLS

Git/GitHub
HTML5
CSS
Ruby
JavaScript
Rails
React
Node.js
Database Management
PostgreSQL
Stripe Payment Gateway Integration
Project Management
IT Management
Staff Management
Cost accounting / Budgeting
IT Training
Cloud Computing
Web content development and hosting
Apple Systems Specialist
IT Documentation
Disaster Recovery Documentation

PERSONAL SKILLS

Creative spirit
Organised
Time Management
Team player
Motivated
Can work autonomously
Not too nerdy!

HISTORICAL EXPERIENCE

Please visit my LinkedIn Profile for further history and references: [LinkedIn/in/gavinsimms](https://www.linkedin.com/in/gavinsimms)

Owner/Consultant

Cider IT/Sydney/2013-2018

Cider IT is a Creative IT Consultancy company based in Sydney.

Key Tasks:

Managing; clients, contractors, finances, new business and management of all associated systems used both by the company, and our clients.

Key Achievements:

I set up Cider IT as I had managed to generate some interest in 'Apple-Centric' business computing from contacts I had met networking in the move back to Sydney. Through experience, recommendations and sitting the technical exams for the company I was able to enrol Cider IT to the Apple Consultants Network (ACN), which gave us access to Apples internal resources for both ourselves and our clients; and became one of the premier specialist consultancies in integrating Apple into business environments.

Since opening Cider IT, I branched out from the Apple-Centric origins to working with and advocating cloud-based services such as Google Workspace, Microsoft 365, AWS, Xero, Dropbox, SquareSpace and Evernote.

Owning the business gave me unique insights, not only into the technical side of operations, but in all aspects of managing a business.

My key achievement was that I was able to, in a short period of time, build the company to a sustainable level and enjoy the work.

Apple Subject Matter Expert (Apple SME)

Cisco Systems (Contract: Nexus/IBM/Cisco) /Sydney/2012-2013

Key Tasks:

Providing escalated support to Cisco internal users for Apple products and Internal Apple Support training for the Sydney Office of the GTRC (support centre).

Key Achievements:

Historically there was no support for Apple at Cisco, and with more than 16,000 Apple users at Cisco I was granted the chance to support the Apple users, whilst advise management and train the internal support department in the Sydney support centre on all things Apple. I also prepared training documentation for the Indian and Chinese support centres.

IT Manager

Next Fifteen Communications Group plc (formally Lexis PR) 2007-2012

Key Tasks:

Managing the IT infrastructure of Lexis Public Relations. Administration of Lexis' day to day IT operations including Training, Systems support and Management of IT staff.

Key Achievements:

Migration from Kerio Connect to Google Apps
Deployment of iOS (migration from Blackberry to complete iPhone/iPad environment)
Backups: Backups migrated from Tape media to 'Cloud' offsite replication
Security: Implementation of IT Security policy including Multi-Factor authentication and SSL certificate driven encryption of client data.
Open Directory integration with Google Apps (via Single Sign-on)