

# Islay Anderson

WEB DEVELOPER

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## Skills & abilities

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- **Languages and Frameworks:**

- PHP
- Python
- C#
- Javascript
- Next.js
- React
- Laravel
- Wordpress
- Strapi
- Django

- **WordPress Development:**

- Custom themes
- Gutenberg
- ACF
- WPBakery
- Divi
- Headless WordPress

## Experience

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**Senior Web Officer | Salford University**

**April 2023 – August 2024**

- Scrum Master:
  - Led agile processes, improving team productivity and timely project delivery.
- Mentoring & Guiding:
  - Mentored the web team, enhancing skills and boosting output quality.
- Communication & Expectation Management:
  - Managed stakeholder communication, ensuring alignment and satisfaction.
- Drupal & WordPress Management:
  - Maintained the university's Drupal instance and 100+ WordPress sites, ensuring stability, compliance, and seamless user experience.
- One-Off Projects:
  - Delivered tailored projects using various stacks to meet specific needs.
- Marketing Support:
  - Provided expertise to marketing teams, enabling effective campaign execution.
- Compliance & Reputation:
  - Ensured web presence adhered to standards, safeguarding the university's reputation.

**Web Developer | Agent****March 2021 – January 2023**

- Accessibility Expertise:
  - Addressed public sector clients' accessibility needs, ensuring inclusive and compliant web solutions.
- WordPress & NextJS Development:
  - Developed WordPress themes and headless Next.js applications, delivering modern, scalable solutions.
- Internal Tooling:
  - Built tools to streamline client services and internal operations, improving efficiency.
- SEO & Data Analysis:
  - Leveraged SEO and data science to enhance client visibility and drive data-informed decisions.
- Mentorship:
  - Guided junior staff and apprentices, fostering skill development and team growth.

**Web Developer | Freelance****August 2020 – March 2021**

- Opportunity Seized:
  - Transitioned to freelance work during the first lockdown, leveraging platforms like freelancer.org and design competitions.
- Outcomes:
  - Secured return clients and sustained myself financially through freelance projects.
- Challenges:
  - Faced difficulties in sourcing consistent work and managing client interactions effectively.

**Web Developer | Cumbria University****August 2019 – August 2020**

- Web Redesign & Accessibility:
  - Completed an unfinished web redesign and accessibility project left by the previous team.
- Process Development:
  - Created processes for updating and managing website content in compliance with CMA requirements.
- Kanban System:
  - Introduced a Kanban system to streamline course information updates, improving efficiency.
- Automation Tools:
  - Developed tools to automate website audits, ensuring compliance with EU accessibility directives.

- Apprenticeship & Early Role:
  - Started as a web development apprentice, completing Level 3 and Level 4 qualifications in IT and software, with a focus on C#.
  - Assisted the lead developer building editing wordpress websites.
- Transition to Sole Developer:
  - Became the only developer after staffing changes, taking on the role of technical lead for the company.
  - Took over all technical communication with clients.
  - Managed technical and development needs for ~50 clients.
- Automation Projects:
  - Spearheaded automation initiatives to reduce team workload, including developing a JavaScript library for granular conversion and interaction tracking, allowing for cross client/industry insights.
  - Built a SERPs tool to assist the copywriters in writing copy that displays well in SERPs.