Joe Shipton

Experienced digital solutions developer specialising in
Marketing & Technology.

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Key Skills

- Web Development: HTML5, CSS, JavaScript, TypeScript, PHP, Python
- Source Control: Git (Branches, Pull Requests), CI/CD
- Frameworks & Libraries: Front-end - ReactJS, NextJS, Tailwind CSS & DaisyUI, Bootstrap 3/4/5; Back-end - NodeJS, Express
- API Services: REST, GraphQL
- CMS & E-commerce: WordPress, WooCommerce
- SEO & Analytics: SEO Strategy & Implementation, Google Analytics, Tag Manager
- Design & UX/UI: Adobe Creative Suite, UX/UI Design
- Databases & Management: SQL Database Management, PostgreSQL

Recent Projects

Content Aggregation Web App

Developed a web app using PHP, JavaScript, HTML, CSS, and custom SQL tables to aggregate RSS feeds and social listening data. The app provides employees with curated content for their personal LinkedIn profiles, enhancing their social media presence.

FreezerMate

To solve a problem I faced at home, I created an app that allows the user to create Freezers and detail what they have inside them. When adding an item, you can pick a location, add the use-by date for easy tracking and then can update quantities and remove as an when they need to. Initially created for personal use but after some initial marketing, found that this is a desired service so integrated Stripe to take payments and now have a monthly user base of 200-300 users. Built on PHP and SQL.

Running Companion Web App

Currently developing a web app for runners featuring wish lists, AI-generated training plans, and Spotify integration. The app uses PHP, JavaScript, HTML, CSS, APIs, and custom SQL tables to generate personalised running playlists based on the duration and tempo of runs.

Holiday Playlist Generator for Spotify

Currently under review by the Spotify team, I utilised the Spotify API to create a chatbot like app that based on the user's inputs, creates and saves a playlist for their holiday. Uses Tailwind CSS & Daisy UI for a CSS framework and PHP & SQL for the backend.

Beer Blog

Created a custom WordPress template for a beer blog, showcasing various types of beer, breweries, and related content. The site includes interactive features, custom post types, and SEO-optimised content to enhance user engagement and search engine visibility.

Alcohol-Free App

Currently developing an app aimed at users who want to the drink 0% alcohol products by offering them a service that lists locations near them that have a range of alcohol-free drinks available. It's my

first dive into the world of mobile app development and I'm using Ionic & Capacitor/Cordova to develop the app's systems.

CAMRA BeerEngine

As a committee member for the Campaign for Real Ale, I took my role as website coordinator further and reached out to the team behind their custom CMS: Beer Engine to support with developing the platform into a modern piece of software architecture. This involved forking the initial repo from GitBucket to setting up Virtual Machines with Vagrant and then actually deciphering custom PHP, cleaning up redundant code and transforming the code to support modern frameworks. As BeerEngine provides a branch website to over 100 different CAMRA branches it needs to be fit for purpose and allow users with any ability to add custom content including, but not limited to, menu navigation, news pieces, diary entries and pages through the Ui.

E-commerce Website for a Farm Shop

Developed a fully functional e-commerce website using WordPress and WooCommerce, including product listings, shopping cart, and checkout functionalities. Implemented SEO strategies to improve search visibility and integrated payment gateways for smooth transactions.

Custom Website for a Bed & Breakfast

Created a custom website for a bed and breakfast, focusing on user-friendly design and mobile responsiveness. Integrated booking systems and interactive galleries to enhance user experience.

Employment History

Head of Marketing & Technology
Dunbar Education – October 2022 – July 2024

- Led the development of the company's website, focusing on user experience and conversion rate optimisation.
- Implemented a comprehensive SEO strategy to improve organic search rankings and drive traffic.
- Managed the integration of various web tools and platforms to enhance digital marketing efforts.
- Designed and developed custom landing pages to support recruitment campaigns.
- Oversaw the CRM and Email Marketing software, automating workflows to improve efficiency.
- Developed a web app using PHP, JavaScript, HTML, CSS, and custom SQL tables to aggregate RSS feeds and social listening data, providing employees with content for their personal LinkedIn.

Group Marketing Manager
Kempston Controls – February 2022 – October 2022

- Revamped the company's web presence by redesigning the website and enhancing its functionality.
- Developed and implemented SEO strategies to improve visibility and attract more leads.
- Created web content and optimised it for search engines.
- Collaborated with external stakeholders to execute digital marketing campaigns that included web development components.

Marketing Manager
Kempston Controls – April 2021 – February 2022

- Spearheaded the redesign of the company website, focusing on user experience and mobile responsiveness.
- Utilised WordPress to manage and update web content.
- Analysed website performance using Google Analytics and made data-driven improvements.

Marketing Executive
Kempston Controls – April 2019 – January 2021

- Played a key role in web development projects, including creating and maintaining landing pages.
- Designed and implemented web-based marketing campaigns.
- Used web analytics tools to measure and improve website performance.
- Developed animated web ads and video content to increase online engagement.

Junior Web Developer
Xigen – March 2016 to March 2017

- Designed and developed responsive email templates for brands like Epson, Acal BFI, and Thompson Reuters.
- Created and localised landing pages to support marketing campaigns.
- Ensured GDPR compliance for all digital marketing activities.
- Developed animated ads for digital marketing campaigns.

Volunteer Work

Committee Member - MK Branch of CAMRA (Campaign for Real Ale)

Website Coordinator

- Responsible for maintaining and updating the branch's website, ensuring it is user-friendly, informative, and visually appealing.

Social Media Coordinator

- Manage and create content for the branch's social media channels, increasing engagement and promoting events and activities.

Young Members Coordinator

- Develop strategies to engage younger members, organise events, and promote the benefits of CAMRA membership to a younger audience.