ABOUT

I am a proactive and client-oriented professional transitioning to a junior full stack developer role. My background in client engagement, CRM management, and solution-oriented consulting has equipped me with a strong foundation for understanding user needs and delivering technical solutions that add value. Skilled in web development technologies including HTML, CSS, JavaScript, and backend fundamentals with Node.js, I am eager to apply my technical skills alongside my strengths in communication, collaboration, and project planning.

With experience in industries such as IT sales and financial services, I bring a keen ability to adapt quickly, manage complex projects, and exceed targets. I am driven by a commitment to continuous learning and excited to contribute to impactful projects in a full stack development capacity.

EXPERTISE

Full Stack Development

Time Management

Interpersonal Skills

Problem Solving

Adaptability

Agile Development

TECHNOLOGIES

Frontend: HTML, CSS, JavaScript, React

Backend: Node.js, Express.js, Python flask

Databases: MongoDB, PostgreSQL,

Version Control: GitHub

APIs: RESTful APIs, HTTP methods

Visual Studio Code

CONTACTS

☎ 0452 558 229

✉ kennethhefford@outlook.com

⦿ Kingsford, Sydney

in https://www.linkedin.com/in/kennethhefford/

⦿ https://github.com/Kenneth Hefford

🌐 https://khefford.io

JUNIOR FULL STACK DEVELOPER

KENNETH HEFFORD

WORK EXPERIENCE

SENIOR COURSE ADVISOR   2023 - Present

Institute of Data, Sydney/Remote

- Engaged and consulted with potential students through daily outbound calls, phone, and Google Meet sessions, successfully tailoring IT-focused bootcamp pitches to individual needs.
- Managed CRM systems, email communications, and student interactions using HubSpot, consistently exceeding monthly sales KPIs.
- Conducted webinars on Cyber Security, Software Engineering, Data Science, aligning student goals with program offerings and facilitating their journey into tech careers.
- Onboarded and coached new staff on sales skills, including prospecting, objection handling, closing techniques, and consultative selling, fostering a high-performing sales team.

SALES DEVELOPMENT REPRESENTATIVE   2020-2022

Market Resource Partners, Sydney/Remote

- Utilised Salesforce and Siebel CRMs to manage and track client interactions, performed administrative tasks using Office 365 suite, and consistently met weekly and monthly sales KPIs.
- Engaged corporate decision-makers, including C-level executives and IT managers, to tailor IT business solutions, successfully generating sales opportunities across multiple IT categories such as backup and recovery, telco, cloud solutions, hyper-converged infrastructure, networking, data center hardware, and end-user devices.
- Conducted B2B teleconsultations for lead generation and qualification, executing follow-up activities via email and calls for client sales teams.
- Conducted research and gathered business insights through profiling and prospecting, qualifying leads based on specific campaign criteria to drive sales success.

SALES AND SERVICES CONSULTANT   2019-2020

Suncorp, Sydney CBD

- Managed a $10M+ portfolio, executing business products and relationship management for Australian companies, consistently exceeding targets for account activations, home loan conversions, referrals, and customer connections.
- Handled daily cash flow and teller duties, including auditing funds and regulating high-value transactions, ensuring compliance through strict identification protocols and thorough documentation.
- Conducted face-to-face sales and 20-30 daily teleconsultations, exploring new product solutions, and inputting data in Oracle CRM to drive business growth and development.
- Qualified in selling various financial products, including loans, credit cards, and business accounts with RG146 accreditation, while analysing sales data for deposit growth and account activations, developing customer-centric sales tactics.

MICROSOFT BRAND AMBASSADOR   2013-2019

Microsoft, Sydney

- Specialised in sales of Microsoft products and services, achieving a proven sales record with sales uplift and increased store ranking, reaching 8th nationally in Surface product sales and attach rates.
- Managed visual merchandising for all Microsoft promotions and permanent retail space, including posters, fact tags, planograms, software bays, benches, and endcaps.
- Trained store staff as a Retail Sales Pro Trainer on all Microsoft products and services, while mentoring new Brand Ambassadors.
- Submitted market insights, covering general store and public impressions of the Microsoft brand and competitor information, and built and maintained relationships with retail partners such as JB Hi-Fi, Harvey Norman, Officeworks, and Bing Lee.

KENNETH HEFFORD

CAREER OBJECTIVES

Aspiring Junior Full Stack Developer with a solid foundation in web development and a background in IT consulting and customer relationship management. I am seeking a role where I can leverage my technical skills in front-end and back-end technologies, alongside my strengths in time management, client engagement, and handling high-stress environments. My objective is to contribute to a dynamic development team, deliver user-focused solutions, and continuously grow my expertise in full stack development to drive impactful results for clients and the organization.

EDUCATION

Diploma of IT

Coder Academy | 2025

Tertiary Preparation Certificate IV

TAFE | 2014

Certificate III in Hospitality and Commercial Cookery

TAFE | 2011

HOBBIES

Cooking

Weight Lifting

Reading and Self Improvement

PROJECTS

AIRTASKER API

Python | Flask | SQLAlchemy | Marshmallow | Bcrypt | JWT Token | PostgreSQL | Psycopg2 | Insomnia | Git

This API is a centralised backend system for managing job postings, job requests, user accounts, and reviews. It allows users to register, authenticate securely, and interact with job-related data through CRUD operations. The system ensures role-based access, enabling admins to oversee operations while users manage tasks and reviews within defined permissions. It supports efficient job matching, data integrity, and secure feedback management. Created and designed innovative menus, including seasonal specials.

The API leverages Flask to deliver modular functionality, with Flask-SQLAlchemy managing database operations and linking the application to a PostgreSQL database. Flask-JWT-Extended handles secure authentication via JSON Web Tokens, and Flask-Bcrypt ensures passwords are securely hashed. Marshmallow validates and serialises input/output data, while role-based access logic is embedded within the routing to enforce permissions. Error handling mechanisms ensure smooth and consistent API responses across endpoints. Version control is managed using Git, with the project repository hosted on GitHub to track changes.

PORTFOLIO AND BUSINESS WEBSITE

HTML | CSS | JavaScript | Figma | VSCode | Netlify | Git

This portfolio website serves as a professional showcase of my skills, experience, and projects, offering viewers a comprehensive overview of my technical abilities. It provides easy access to key details such as my resume, GitHub profile, LinkedIn profile, and tech stack, allowing potential employers, collaborators, and clients to assess my expertise and past work. The website is designed to offer smooth navigation and dynamic content for an engaging user experience.

The website is built using HTML for structure, with a clean and user-friendly layout. CSS is used for styling, ensuring a responsive design that adapts seamlessly across various screen sizes, from mobile to desktop. CSS animations were added for interactive and visually engaging effects. I implemented light and dark mode to provide viewers with a personalised visual experience. JavaScript is used to handle the contact form, ensuring smooth submission and interaction. DRY (Don't Repeat Yourself) principles were applied to ensure efficient code reuse and maintainability. The website was designed with Figma for wireframing and prototyping, ensuring an intuitive and cohesive UI/UX. It is hosted on Netlify for fast and reliable deployment with continuous integration. The project is developed in VSCode, leveraging a range of extensions for an efficient development process.

FORTIKEY CAPSTONE PROJECT

HTML | CSS | JavaScript | Figma | React| Netlify | Git

Fortikey is a security solution I developed that provides businesses with seamless two-factor authentication (2FA) integration. The platform offers an accessible authentication layer beyond traditional username/password systems.
Key Accomplishments:
- Full-Stack Development: Built using React.js for the frontend dashboard, Node.js/Express for API services, and MongoDB Atlas for data storage.
- Security-First Design: Implemented advanced encryption for sensitive data, rate limiting to prevent attacks, and comprehensive security logging.
- Developer Experience: Created API documentation and examples enabling easy implementation for any client tech stack.
- Business Analytics: Designed an intuitive dashboard displaying verification metrics, failure rates, and API usage statistics.
- Scalable Architecture: Engineered to support multi-tenant usage with minimal latency.

The platform includes business authentication, QR code generation, OTP validation, usage logs, and backup codes. Using JWT, Helmet, and Winston, Fortikey delivers enterprise-grade security while remaining accessible to businesses without specialized security expertise.