

Curriculum Vitae



Mark Hagethorn

Het Havenhoofd 15
3351RZ Papendrecht, The Netherlands
Date of birth: 20th of November 1988
Mobile: +31 6 3404 5081
E-mail: mhagethorn@gmail.com
Website: <http://markhagethorn.nl/portfolio>
LinkedIn: <http://linkedin.com/in/akamarkh>

EDUCATION

2009 - 2013	Rotterdam University of Applied Sciences => Bachelor Communication: Specialization Digital Media (CDM) Minor: <i>Mobilizing Crowds.</i> Rapid prototyping of concepts that improve the living environment of patients in the hospital of The Erasmus University Medical Center. Major: Wrote a thesis named " <i>Contributions to conversion rate using digital media</i> " (Dutch) where I researched ways to improve click-through-rate of a webpage that uses an e-mail (sign-up) form. If interested, it can be sent by e-mail.
2006 - 2008	Rotterdam University of Applied Sciences => Bachelor Company Economics
2001 - 2006	High School, HAVO, De Lage Waard in Papendrecht
1992 - 2000	Elementary School, Koningin Beatrix School in Papendrecht

WORK - PRESENT

August 2013 and on	Co-founder of Visor BV , web developer Visor is a company that wants to introduce ski cloths in the season of 2014 starting in a few European countries. My job is to create the website from scratch (including the webshop and maintain it. I communicate with the marketingteam to push forward campaigns.
August 2013 and on	Author at ThemeForest.net , content creator I publish and sell self-made templates and themes for WordPress on the ThemeForest marketplace.
October 2012 and on	Founder of Egressus , web developer Egressus (Latin for "The Landing") is a company that creates websites for clients. A few examples of these are: http://pro-intermediair.nl en http://barendrecht.bailine.nl .
April 2011 and on	Co-founder of Ordify GmbH , front-end developer A German start-up company that created an application that allows customers of restaurants to order from their mobile phone using QR-codes. My jobs included creating the front-end design and functionality while supporting back-end.
September 2008 and on	Mede-oprichter van DuoBlogger , advertising consultant An internet company I started with a German friend. We blogged about advertising on websites, provide consultation and provided an application for Android and iOS that can track the earnings from Google AdSense accounts.

WORK - PAST

December 2012 till July 2013	Founder of Pixelthrough, YouTube publisher With Pixelthrough, me and a friend recorded games with our iPhones and iPads using special recording hardware and published those videos on YouTube. We then used Google AdSense to monetize the videos.
Februari 2012 till July 2013	Co-founder of Zezzer, product manager Zezzer is a platform where users can check-in on their favorite films, TV shows, books, games and live sport listings. This was meant to be the American equivalent of GetGlue. My job was to manage the product and direct the developers toward. However halfway through the project, it was nearly impossible to provide the same product quality with no investments as GetGlue and thus we decided to cancel the project.
July 2010 till July 2012	Founder of Mashnieuws, website automation In my spare time I learned myself new techniques and skills regarding website building. Mashnieuws was a website that automatically pulled the latest news from the most important news sources in the Netherlands and displayed them together with related content from Twitter and YouTube.
October 2007 till February 2011	Part-time Postman, TNT Papendrecht During my bachelor studies I worked part-time as a postman to fund my activities on the internet.
July 2006 till October 2007	Part-timer at Flynth, assistant accountmanager During the time I studied Company Economics I worked as a part-time assistant accountmanager. During that time is where I decided to give my life a complete turn-around.
October 2005 till October 2006	Part-timer at Cum Laude Events, horeca employee At Cum Laude Events I worked as a catering employee at soccer stadiums such as Feyenoord in Rotterdam.

TECHNICAL SKILLS TAGCLOUD



WORK ETHICS



English:
Professional level
Spoken & Written



German:
Moderate level
Spoken & Written



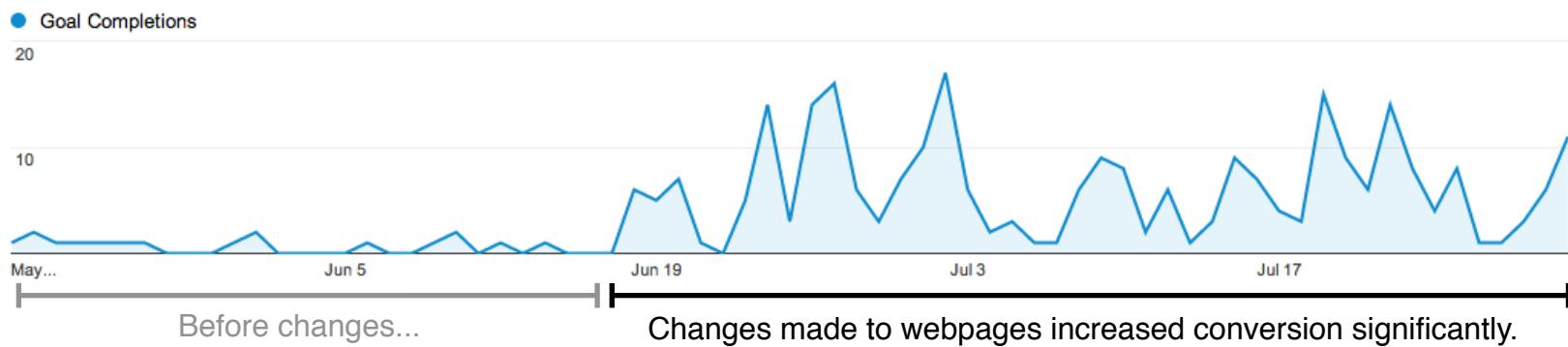
Dutch (native):
Professional level
Spoken & Written

Languages

- Over the course of the past years, I coded in several languages:
 - ✓ HTML/CSS (HTML5/CSS3), PHP, MySQL, jQuery and Javascript.
 - ✓ I have partial knowledge on using Ruby on Rails and in general working in app environments.
- I've worked in projects that used SCRUM for managing tasks.
- Recently started incorporating HAML & SASS for developing websites.
- Use Sauce Labs (<https://saucelabs.com>) to verify design cross-browser.
- Designing websites to be responsive and using semantic code structure.
- Experience using Google Analytics and other tools to track and improve websites using visitor (and theoretical) data.
- Mac OS X is my daily cup of tea. For my previous work, I've gained experience in using Adobe Photoshop, InDesign, Premiere Pro and office suites of both Microsoft and Apple.
- Experience in Linux (Ubuntu) servers and Terminal in Mac OS X.
- I am an open-minded person with a big attitude towards solving problems. Throw me anything and I'll be up late at night trying to find the solution.

Thesis paper

For graduating my communications study, I wrote a thesis called: "Contributions to conversion rate using digital media". I researched ways to improve conversions and applied those to a recruitment website that used an sign-up form. Immediatley after applying changes to the design of the webpages, the result shown in the image below from Google Analytics 'Goal Completions' speak for itself. Tests done with A/B-testing.



OTHER INFORMATION

- I stay up-to-date with industry trends and standards by reading websites such as Smashing Magazine, Hacker News and CSS-Tricks.
- To summarize my qualities: I'm an individual, precise, open-minded and motivated.
- Other noticeable stuff I've done in the past is writing an E-book about earning a passive income using automated blogs.
- Some of my hobbies during my spare time are: volleybal (high level), concepting new ideas, gaming and scuba diving.

WHAT I LIKE TO TALK ABOUT:

Freelance



Trends



Skiing



Concepts



CSS-TRICKS