Paul Ayling
Developer

A senior data professional, recently working on my first JavaScript application. With moving to Oslo I am wanting to work for a company where I can continue to develop these application building skills .

Experience

2019 - Current
App Development, Training & Relocation
Learning new software development technologies based around JavaScript and using these to build a project which aims to help people make better decisions based on collaborative research.

2018 - 2019
Data Manager *Intraverse*
I created business models, designed tests, managed a small research team and supported the fund raising process with research and analysis. Designed one of the two business models than ended up being the company's main focus.

2017 – 2018
Senior Analyst Programmer (Contract) *Australia Post*
Developed data transformation systems to consolidate data and provide reporting and analysis and infrastructure and to support the system integration project.

2015 – 2017
Founder *Antstand*
Designed and built the product, website and marketing material and ran the marketing campaign which generated coverage on social media and television. The product was sold via crowdfunding, through the website, via some stores and by distributers.

2010 – 2015
Campaign Data & Analytics Manager *Energy Australia*
Managed the team responsible for supporting direct marketing activities at the company, which generated roughly $1.2 million per week in new business. The team I led received 16 award nominations for team members within a two-year period.

Built numerous data management systems, reporting marts, systems and processes to support analytics and reporting. Implemented a new data compliance framework which was used as the basis for company-wide compliance framework. Successfully developed the business segmentation model.

Education

1992 -1996
BEng (Hons)
Sheffield Hallam University

Skills

- Creativity
- Leadership
- Analytics
- Teamwork

Dev Skills

- 334 commits on Github
- HTML
- CSS SCSS
- JavaScript
- react.js
- Node.js
- Mongo /Express

Data Software

- SQL Server Stack
- MYSQL, Excel
- Experian
- Mosaic
- SPSS
- Tableu

2004 – 2010
Analyst *Energy Australia*
Created data flows and data and reporting structures to support the delivery of marketing campaigns and provide effective campaign performance reporting. Provided advice and support on various data projects including the building of data marts, data warehouses and data delivery. Built systems to identify the same "customer" through the many interactions with the many different systems at the company.

Optimized one data process by increasing speed from seven days to a matter of hours. Designed a new fulfilment system which Streamlined delivery, exception management and auditing. Improved targeting and customer management by successfully leading a segmentation project and supported the delivery of a new customer value segmentation.

2015 – 2017
Account Manager *OsiSoftware*
Selling a time series database solution into the utilities and gas industries, working toward a profit target of $1.1 million. Created technical proposals and presentations. Completed a plan to take the product into the area of load balancing for the telecoms industry.

1996 – 1999
Account Manager *nCode International*
Responsible for hitting sales targets for the provision of data analysis software and services for engineering companies in various marketplaces. Customers included Ford, Lotus, Caterpillar and British Rail

About
I am a driven, reliable person who works equally well in a team or on my own. Keeping fit is important to me and I like to workout at the gym, swim, cycle and run. When I am relaxing, I like to catchup with friends or spend time reading, learning or playing my guitar.

Projects

- Project manager
- Project owner
- Technical lead
- Systems analyst
- Scrum Master cert-1
- Compliance

Data Tools

- SQL Server Stack
- MYSQL, Excel
- Experian
- SPSS
- Tableu
- Business Objects

Data

- Business Objects
- Tableau
- Master Data Management
- Data matching
- Datamart design

Analytics

- SPSS, Statistica
- Multivariate Analysis
- Cluster analysis