Paul Ayling
Developer

A senior data professional now working on my first JavaScript application. Aiming to work where I can continue to develop these application building skills.

I am a driven, reliable person who works equally well in a team or on my own. I enjoy spending time with friends swimming, cycling and rock climbing. When I am relaxing, I like spend time reading, learning or playing my guitar.

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** *Melbourne Australia*
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 that became on of the company's main focus.

2017 – 2018
Senior Analyst Programmer   **Australia Post** *Melbourne Australia*
Developed data transformation systems to consolidate data, provide reporting, analysis and infrastructure to support the system integration project. *(6 month contract)*

2015 – 2017
Founder   **Antstand** *Melbourne Australia*
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. (www.antstand.com)

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

Built numerous data management systems, reporting marts and designed processes and policy 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

Development Skills

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

Soft Skills

- Creativity
- Leadership
- Analytics
- Teamwork

Data Software

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

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

Optimized one data process by increasing speed from seven days to 3 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.

2002 – 2003
Account Manager   **OsiSoftware** *Melbourne Australia*
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.

1999 – 2002
Various   **Various** *Sydney Australia*
Moved to Australia and worked various temping jobs which included building a database and lucent and generating marketing materials at IBM.

1996 – 1999
Account Manager   **nCode International** *Sheffield UK*
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.

Projects

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

Data Skills

- Data scrubbing
- Master Data Management
- Data matching
- Data design

Analytics

- SPSS
- Statistica
- Multivariate Analysis
- Cluster analysis

Location: Oppsal , Oslo **Contact:** paulayling@protonmail.com   **References:** Available on request