

Hayley Callender

Portsmouth, UK

hayleythesongbird@gmail.com

<https://thesongbird.co.uk>

Web Developer and Creative Industry Specialist with independent commercial experience for the creative industries. Located in Portsmouth on the South Coast within 1.5 hrs of London (commuter belt).

Motivated to learn and implement new technologies and work within a creative web development team.

Relevant Experience

Magic Subway Records

Dec 25 – to date

Web Design & Development (currently in development. For progress see - <https://thesongbird.co.uk/>)

Development of an artist and music platform that showcases artists on the roster. The site includes artist areas, a searchable library of music that is written by the artists for sync usage, user accounts with admin dashboard and, an e-commerce shop for purchasing music products and merchandise. The client has used Figma to create basic design ideas and colour pallets. To create this project, Technologies being used are Next.js, Typescript, Javascript, Tailwind, Prisma with Neon (serverless PostgresQL database). Ongoing development meetings with client.

Studio One28 - Music Production Studio

July 25 – to date

Web Design & Development (<https://studioone28.com>)

Building a responsive and accessible website for a professional music production and recording studio. The client needed various information pages, served dynamically via a database, alongside galleries and music players to showcase work and previous clients. They wanted the character and personality of their studio to be reflected in the site. They had clear ideas of the look and feel of the design and colour pallet using the colours of their studio space within the website. Technologies used were React.js, Javascript, HTML, CSS3, Strapi (Headless CMS - SQLite), Cloudinary (media storage) API calls, Render (backend), Vercel (frontend), github, VSCode, Developer Tools. Lighthouse - SEO (100), WCAG (100), Best Practices (100), Performance(97). Ongoing hosting, maintenance & additions. Currently assisting the client on developing SEO optimisation and marketing of the site.

Gary O'Donnell - Americana musician

May 25 – to date

Web Design & Development (<https://garyodandthedsh.com>)

Web Development for an Americana musician / artist. The client wanted a basic one-page layout incorporating their latest work, a blogs area, touring and live shows, galleries and contact information. I used some css transitions and animations to create some record styled blogs and an animated tour bus for the touring page. All information is provided dynamically using Strapi, SQLite and a persistent database on Render. Technologies used for this project were react.js, framer, css3, Strapi, API calls, github, VSCode, React-Helmet, React State management. Developer Tools. Lighthouse - SEO (100), Best Practices (100), Accessibility (100), Performance (96). Ongoing hosting, maintenance and additions.

Freelance musician, music tutor & web developer

Dec 2014 – to date

Private tuition online and in-person. Performed on various records for local and international bands, artists and producers. Composer of original music. Commercially published material. Regularly performed as vocalist / pianist locally and internationally. Sole-trader business registration. Marketing, design and creation of physical and digital promotional materials including production of audio and visual recordings, bookkeeping, email communications and social media. Freelance creative web development projects.

Pressco Precision Engineering & Kestrel Cycle Stands

July 23 – December 24

Senior Administrator Communications and customer relations. Answering telephone and email enquiries. Purchasing metals and materials for jobs. Production management and tracking progress. Creation and maintenance of purchase orders database. Reading technical drawings and researching for quotations and estimations. Creating job packs. Shipping arrangements. Interviews of apprenticeships. Maintenance and update of website (WordPress). Updating product and stock information. Creation of HTML email campaigns for Kestrel Cycle Stands.

Secondary Supply Teacher – Simply Supply, Fareham (now Humly)

Mar 2021 – Dec 2022

General teaching supply around Portsmouth and Fareham.

Havant & South Downs College

Sept 2015 – June 2018

Teacher of Music. Part-time. Delivering practical and academic units on BTEC and UAL courses across levels 2, 3, 4 and 5 (HND) in Solo Performance (Vocals), Music Business and research. Lead Assignment support sessions with students needing extra support in their studies. Designing resources, managing databases, use of Moodle and Google classroom, email communications, liaison with management and other education professionals at all levels. Recommended for sharing good practice in lesson observation (research).

St Vincent Sixth Form College

Aug 2007 – Aug 2014

Teacher of Music Technology & Music. Level 3 Edexcel AS & A level Music Technology - Level 3 BTEC Music Performance and Production - Level 2 BTEC Music Technology - Level 2 Musical Theatre (plus tutor), Level 1 SEN DIPVOC. Teaching full time and studying for PGCE. Designing curriculum and resources, managing courses, lesson planning and delivery. Managing department resources and peripatetic staff. Use of VLE, intranet & moodle. Organising shows and concerts for students. Organising and delivering enrichment activities and clubs. Liaising with local charities, schools and businesses. Writing Self Assessment Review for all courses managed.

SEN - Level 1 Diploma of Vocational Education (Course linked to Learning Support Unit - Music units) – Teaching SEN learners with varied needs including those with challenging behaviour, physical or mental disabilities, and those on the autistic spectrum. Lead IV for BTEC Music courses. Regular cover classes college-wide (Hours were specified each week. Enrichment activities delivered – Choir / Jazz band / Lunchtime recitals / Local concerts outside College / Trips

Education

City of Portsmouth Girls School

1990 - 1994

GCSE – English Literature & Language, Maths, Science, Art, Performing Arts, History, French.

Trinity College of Music / ABRSM

1988 – 1996

Pianoforte (Grade 1-5, 7 & 8) & Music Theory (Grade 1-5)

Havant & South Downs College

2002 - 2004

HND Music Production

University of Portsmouth

2004 – 2007

BSc (Hons) Music & Sound Technology

University of Greenwich

2007 - 2009

Post Graduate Certificate of Education (PGCE) (LLS)

Edx

2022 – 2023

Bootcamp in Front End Web Development

Continuing Professional Development

Safeguarding

Equality & Diversity

Prevent Training

Fire Safety

Online Safety

Games - ([alison.com](https://www.alison.com)) - creating a paceman game.

SKILLS including extensive industry experience in:

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|-----------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Lead Internal Verifier for Music | BTEC Internal Verification |
| Speed Typing | 75 wpm |
| Computer Literate | Windows, Mac OS, Hardware and Software updates |
| Word-processing | Word, Excel, Powerpoint, Access, Email, Microsoft 365, Google Docs, Pages, Number |
| Communication | Skype, Teams, Zoom, Slack |
| Audio | Logic Pro, Pro Tools, Cubase, Mainstage, Reason, Mixcraft, FL Studio, Garageband |
| Design | Adobe Creative Suite, Photoshop, Illustrator, In design, Premier Pro |
| Video | Premier Pro, iMovie, Screenflow |
| Web | HTML5, CSS3, Tailwind, Javascript, Typescript, React.js, Next.js, Node.js, Agile, Github, UX/UI design, Bootstrap, VS Code, headless CMS (Strapi), SQLite, PostgreSQL, Vite, Prisma, Neon, Figma, Vercel, Render, Wordpress, State Management (React, Redux), CSS transitions & Animations, Framer-motion. |
| VLE | Moodle, Google Classroom |
| Driving & Transport | Full driving license / train station 5 mins away from home / London commute - 1.5 hrs |