



ASHER ALLEY

FRONT-END WEB DEVELOPER

◦ DETAILS ◦

100/92 Bush Road, Albany
Auckland

021 0436 351
asher.asheralley@gmail.com

◦ LINKS ◦

[portfolio](#)

[github](#)

[linkedin](#)

◦ SKILLS ◦

HTML & CSS

JavaScript

JQuery

Bootstrap

Git

React

C# - asp.net

OOP

CRUD

Linux

PROFILE

Self-motivated and enthusiastic front-end developer with two years experience as a sub-contractor with Veratech. A strong background in HTML, CSS and JavaScript, with a focus on designing and building innovative, user-friendly websites and applications. This is combined with a long history of excellence in customer service, ongoing learning and collaboration within a team.

EMPLOYMENT HISTORY

Sub-Contractor at Veratech Web Solutions

January 2017 - Present

Developing, designing and testing websites using HTML, CSS, and JavaScript.

- Real Estate Institute of New Zealand: repeat client of three years involving creation of a proprietary online quiz software, development from a provided design brief, content management and user testing.
- Dancing with Data: brochure site built to client specifications utilising Bootstrap.
- A Brick & Block Work Company: brochure site built to client specifications, including delivery within a tight time-frame.
- Mainly Books: brochure site built to client specifications.
- Gulp and Pug for build workflow.
- Producing clean code to style conventions.
- Combination of independent and collaborative work.
- Management of strict deadlines and ensuring best practice.

Freelance Work for the Auckland Philharmonic Orchestra

November 2020 - February 2021

Part-time, assisting new graduates from the University of Auckland Music Department construct personal portfolio websites.

- Producing and modifying websites using Wordpress.
- Liaising between a University/Orchestra representative and the graduates to ensure client satisfaction.
- Supplying ongoing technical support and teaching Wordpress basics to graduates.

Sales Assistant at Bivouac Outdoors

November 2020 - Present

Providing excellent customer service in a speciality retail environment.

◦ EDUCATION ◦

Diploma in Web and App Development

Yoobee School of Design

Web Development Bootcamp

Yoobee School of Design

Bachelor of Science in Biological Sciences

University of Auckland

◦ REFERENCES ◦

Jared Neems

Veratech Web Solutions
027 599 3020

John Silva

Yoobee Tutor
022 584 0331

Josh Turnbull

Macpac
021 155 3658

- Effective sales interactions to increase profit, minimise returns and issues, and build customer rapport.
- Formal and ongoing training in a wide range of products.
- Cooperating with fellow sales assistants and store managers.
- Processing online orders and other store operational tasks.

Manager, Assistant Manager & Sales Assistant at Macpac

November 2013 - November 2020

Progression from a sales assistant to manager across two locations.

- Fully accountable for all daily operations at a central Auckland store processing transactions up to \$150,000 per month and overseeing a team of seven.
- Positive, professional and friendly customer service with an emphasis on high satisfaction and loyalty.
- In charge of training and inducting over 15 new staff members.
- Extensive knowledge of, and inventory management for, ~5,000 items.
- Successfully leading staff to meet daily and monthly sales targets.

PROFESSIONAL COMPETENCIES

- Concise and clear communication, both verbal and written.
- Effective and flexible problem solving that includes critical evaluation to predict future issues.
- Maintains hard work and efficiency across team and independent work.
- Adaptive, disciplined and resilient.
- Enthusiastic learner, eager to expand knowledge in personal and professional capacities.
- Organised, with an eye for detail, and good time management.