Cameron Ball

Front End Web Developer

PROFESSIONAL PROFILE

An agile, entrepreneurial and solution focused web developer with a proven track record of developing, deploying, optimising and managing leading-edge websites for clients across diverse industry sectors, facilitating significant and sustained improvement in customer experience (CX), website traffic and sales conversion rates.

CONTACT

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EDUCATION

2022   Complete Web Development Bootcamp (Udemy)

2021   Full Stack Developer Coding Course, Monash University

The Overview

Front-end web developer proficient in React, NodeJs, HTML, CSS, and JavaScript with a strong understanding of responsive design and cross-browser compatibility. Skilled in using various front-end tools and libraries such as Bootstrap to build user-friendly web experiences.

PROFESSIONAL ATTRIBUTES

- **Communication & Influence** – establishes rapport, trust and credibility with technical and non-technical stakeholders at all levels of business; listens actively and presents information and ideas clearly and persuasively, to effectively influence decision-making and negotiation

- **Relationship Management** – builds positive and productive relationships with cross-functional colleagues , customers and third party contractors; consults widely to ensure a shared understanding of solution requirements and customer expectations and fosters a collaborative approach to achieving success

- **Organisation and Planning** – determines clear priorities and develops work plans accordingly; embeds an agile approach to project management and actively monitors risk and resource requirements to ensure results are delivered on time, in budget across multiple concurrent projects and workstreams

WORK EXPERIENCE

Nov 21 Current

Web Developer
SBIM/WP Butler/theProduct
Brisbane

SBIM Marketing paired with its sister companies WP-Butler & theProduct, specialises in Wordpress sites for mid-sized businesses. From ground up developments to small site changes, SBIM covers all scope of projects and offers one of the most efficient and pain free site development experiences.

Focus & Results

- Entered the SBIM team to be an in house website developer building key customer relations with project management and development from start to finish.

- Project managing with powerful industry tools such as Salesforce, Cloudflare and New Relic server based monitoring to accomplish impeccable results for both site handover and ongoing maintenance.

- Full Stack Web Development
- Website Deployment
- CX Design
- Web Design
- Solution-Design
- Project Management
- Website Optimisation
- Web Management
- Digital Analytics
- eCommerce
- Digital Marketing
- Client Relations
- HTML
- CSS
- Javascript
- JQuery,
- Bootstrap
- Handlebars
- Express
- AJAX
- MYSQL
- MongoDB
- Node.js
- React.js
- PWA's
- Git
- Heroku
- Adobe Suite
- Google Suite
- Visual Studio
- Wordpress CMS
- New Relic Server Monitoring
- DNS Routing
- MS Office
- Mysql Workbench
- Postman
- Github
- CPanel
- Salesforce
- Server Man
- New Relic Server Monitoring
- DNS Routing

- Technical site to site builds via Wordpress using custom themes and custom coded components to achieve clients requirements

Key Projects

- Site build and ongoing management with the non-for-profit Skin Cancer College. This project consisted of major custom integrations to allow for their 1600 active members to participate in active community blogs, research findings and event hosting.
  - Designed developed and optimised website: Skin Cancer College

- Complete site build and ongoing management with Bold TCRC. Structuring the client's site to offer a powerful ecommerce store to assist with making sales on their 400+ product range.
  - Designed developed and optimised website: Bold TCRC

Aug 20 Nov 21

Business Owner
Web Developer, The Concept Lab
Melbourne

The Concept Lab is a boutique web design and development agency, helping organisations from diverse industry sectors turn customers into prospects by providing an exceptional digital customer experience.

Focus & Results

- Established The Concept Lab as a start-up and delivered profit within first 3 months, generating a strong pipeline of opportunity through digital and social media channels:

  - Designed developed and optimised website: The Concept Lab - Website Design & Development

- Developed an innovative product and service offering giving clients a range of fixed price options for web development, to suit a range of commercial requirements and budges:

  – Created a suite of highly customisable e-Commerce enabled "white-label" website templates

  – Delivered an offering that enabled marketing agencies to showcase template sites to prospective clients and manage a transparent, collaborative and iterative approach to design

  – Streamlined and standardised the web design and development process to enable better forecasting and management of time and cost

- Developed and managed a network of freelance digital creatives and copywriters to provide full-service offerings to clients, including web design and development as well as content creation and management:

  – Built productive partnerships with several freelancers, resulting in a healthy referral network and a flexible resource model

Key Projects

- Worked in partnership with Laneway Café to build their website from the ground up and help them respond to the challenges of COVID-19 restrictions, delivering online CX in line with their instore brand vibe:

  – The Best Cafe On The Peninsula - Laneway Cafe (laneway-espresso.com)

WORK EXPERIENCE CONTINUED

- Partnered with a local building company, Harbourside Builders to deliver an online portfolio showcasing their beautifully designed homes and providing a first point of contact for potential customers:
  - Home - Harbourside Builders
- Transformed the online customer experience for Chainbrain – a local bike shop – building a fresh website from the ground up, integrating e-Commerce capability, and enabling online booking for services:
  - Home - Chainbrain

Jan 17
Mar 20

Business Owner
Imports & eCommerce, Drive Performance Parts
Melbourne

Drive Performance Parts specialise in importing components for Volkswagen, Mitsubishi and Subaru vehicles.

Focus & Results

- Designed, developed and managed the company website to provide a seamless digital customer experience and drive continuous growth in website traffic and sales conversion rates:
  - Home - Drive Performance Parts
- Developed a strategic partnership with a supplier in China, navigating relevant regulatory conditions and import regulations to ensure timely delivery of high-quality automobile components at an excellent price
- Managed all aspects of business operations including marketing, customer service, supplier relations, regulatory compliance, inventory management and financial reporting
- Established this start-up venture in parent's garage as a recent school leaver and generated year on year growth in revenue and profit until COVID-19 impacted import operations and availability of stock