

CAMERON BALL

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Website: [The Concept Lab - Website Design & Development](#)

CAREER 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.

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

KEY SKILLS & AREAS OF EXPERTISE

- 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

TOOLS & TECHNOLOGIES

- 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
- MS Office
- Mysql Workbench
- Postman
- Github
- CPanel
- DNS records

CAREER SUMMARY

DATES	POSITION	ORGANISATION
Aug 20 to Current	Business Owner – Web Developer	The Concept Lab
Jul 17 to May 20	Business Owner – Imports and eCommerce	Drive Performance Parts

QUALIFICATIONS

2021 Full Stack Developer Coding Course, Monash University

EMPLOYMENT HISTORY

Business Owner – Web Developer, The Concept Lab

Aug 20 - Current

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 budgets:
 - Created a suite of highly customisable eCommerce 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 \(laneway-espresso.com\)](#)
- 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 eCommerce capability, and enabling online booking for services:
 - [Home - Chainbrain](#)

Business Owner – Imports & eCommerce, Drive Performance Parts

Jan 17 – May 20

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

REFERENCES

Available on Request