ELLIOT JOHN REED

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SUMMARY

Following the completion of my Graduate Diploma in Law in 2012 after graduating from my degree from the University of Nottingham, I began employment as the e-commerce manager for Polyverse Ltd, a multi-channel trading company in Nottinghamshire active on eBay, Amazon, Groupon, and multiple websites. In 2014 I was appointed IT Director for the company. In 2015 I accepted a management position at a well-established fashion retailer in Leicester, and have now developed and managed content across a number of platforms, including Magento, PrestaShop, eBay, PayPal, Amazon, Groupon, Google AdWords, Bing Ads, Facebook, Twitter, Instagram, and Google+. I have developed primarily in PHP, MySQL, HTML, and CSS, using frameworks and tool such as Silex (Symfony), Composer, Bootstrap, Google Material Design in HTML / CSS. I have a passion for the latest web technologies and search engine and social media marketing techniques, and believe that such practices are essential in a highly competitive online market. For my current role as IT Manager I have used Agile / Scrum methodologies for project management, using JIRA as the primary project management software to enhance and improve continuous system development.

CURRENT EMPLOYMENT

2016 – CURRENT   **IT Manager** *Universal Textiles UK Ltd*

Responsible for all IT and PHP development operations of a well-established fashion retailer active in over 30 countries and seven languages.

MANAGEMENT	Manage a team using Agile / Scrum methodologies for continuous development and deployment, using JIRA and Bitbucket (Git) as the primary development tools. Created personal development plans and hold monthly 1-2-1s for team members to improve productivity and employee satisfaction at work. Work with various companies and agencies in several countries.
PHP	Develop applications and integrations in PHP using native object-oriented coding practices and through frameworks such as Silex (based on Symfony). Developed ecommerce websites on Magento and custom-developed platforms. Worked with various APIs for integrations with Amazon, eBay, La Redoute (France), Privalia (Spain and Italy), Allegro (Poland), MercadoLibre (Brazil and Mexico), New Egg (USA), Rakuten (UK and Europe), Vaola (Germany), and Google Shopping / AdWords.
HTML/CSS/JS	Designed and developed multiple websites using the latest in HTML5 and CSS3 development, with strong focus on mobile usability and increased user experience to promote average basket value and reduce basket abandonment rates.
SYSTEMS	Manage servers on Linux (CentOS), Amazon, and Google. Used Apache and NginX with various modules. Extensive cron management used to optimise data exchanges.
MARKETING	Responsible for SEO and social media integration. Use of the latest specifications for Schema.org (rich content) and Facebook, Twitter, Pinterest, Instagram, and Google's APIs.
DATABASES	Developed extensively using MySQL, strong focus on data normalisation and optimisation. Developed warehousing systems with data-driven pick, pack, and dispatch operations.

EDUCATION

2011 – 2012   **Graduate Diploma in Law**, *Nottingham Law School*
Submitted a research project on the adequacy of the provisions for disabled employees in the *Equality Act 2010* and was awarded a distinction for that research.

2008 – 2011   **Theology and Religious Studies (BA Hons.)**, *University of Nottingham*
Submitted a 12 000 word dissertation on economic philosophy and theology.

VOLUNTARY POSITIONS

2011 - 2012	Project Manager, StreetLaw
2008 - 2012	Co-Ordinator, British Red Cross
2011 - 2012	Advisor, Nottingham Law Centre
2006 - 2008	Mentor, Stowupland High School

COMMITTEE POSITIONS

2011 - 2012	Law School Outreach Programme
2008 - 2011	Secretary, Learning Community Forum
2009 - 2011	Ambassador, University of Nottingham
2008 - 2010	IT Officer, Theology Society

Previous Employment

2012 – 2015   **IT Director** *Polyverse Ltd*

Responsible for all e-commerce operations including website and software design and development, PPC and organic search engine marketing, operations and human resource management, copywriting, social media and email campaign creation and management, and system administration. Managed operational staff of 30 employees, and managed and mentored development and customer service teams.

DEVELOPMENT	Designed and developed e-commerce websites on Magento, OpenCart, PrestaShop, and custom-developed platforms in PHP, HTML5, CSS3, and Javascript. Used image- and video-editing software (including Adobe PhotoShop) for asset creation. Developed a system to manage multiple e-commerce platforms, warehouse operations, financial reporting, customer relationships, and consignment information using PHP, Python and embedded Linux devices.
MARKETING	Managed pay-per-click marketing campaigns with customer segmentation on Google AdWords, Bing Ads, and Facebook Adverts. Implemented search engine optimisation strategies through structured data, Google Webmaster Tools, responsive web design, and asset and content optimisation. Designed and managed segmented email marketing campaigns using commercial platforms such as MailChimp and custom-developed applications. Increased brand awareness and customer engagement through social media marketing on Facebook, Twitter, Google+, Instagram, and Youtube; integrating these into e-commerce platforms using various APIs and SDKs. Analysed sales, Google Analytics, and Piwik data to optimise the customer journey and increase average basket value.
eBay and Amazon	Managed multiple large eBay accounts, increasing sales by over 100% and average transaction value by almost 400%. Reduced picking and packing errors (to almost 0%) through digital systems. Optimised listings for eBay's 'Best Match' algorithm to increase search visibility. Analysed sales and product data to maximise return on investment. Designed dynamic item listings to promote customer conversion from third-party platforms to company sites, and to promote cross-selling and up-selling.

Web Development, System Administration, and General IT

PHP	Four years experience designing, maintaining, and developing on the Magento, OpenCart, PrestaShop, and WordPress, Silex (Symfony) platforms. Developed skins, extensions, and integration with external APIs. Extensive experience in development with native PHP, using a range of libraries and APIs including PayPal, Google, Facebook, Twitter, and eBay. Developed systems to integrate eBay, Amazon, and Groupon sales data into the wider warehousing operation. Created projects to conform to PSR-4 standards, and published Composer packages for the open-source community.
SQL	Four years experience using MySQL and MariaDB on existing platforms and custom systems in PHP, Python, and Bash.
HTML/CSS/JS	Over seven years development experience in HTML5. Experience using structured data markup and third-party protocols to increase search engine visibility and content optimisation. Several years experience with CSS3 and responsive design and mobile-first techniques, including use of Twitter Bootstrap, Google's Material Design, and other frameworks. Experience with web scripting, including use of libraries such as jQuery, Facebook SDK, Twitter SDK, and Google's APIs.
Servers	Over 10 years experience in using Linux. Three years experience in setting-up, maintaining, and managing servers and workstations devices on CentOS, Ubuntu, Debian, Arch Linux, and Fedora. Practical experience with Bash, cron job management, SSH, Python, and general command-line utilities. Use of Git (Bitbucket and GitHub) for version control.
PhotoShop	Experience in using Adobe PhotoShop and open source alternatives for asset creation, online advertising and marketing, and traditional printed media.

Competitions

2011 - 2012	Mooting
2011 - 2012	Chamber of Commerce Mediation
2005 - 2008	Mock Trial Competitions
2007 - 2008	Council Budget Competition
2003 - 2008	Debating and Public Speaking

Certifications

2013	Personal Alcohol Licence (Nottingham City)
2011	University Education Network Awards
2009	First Aid Certification, British Red Cross
2008	Full UK Driving Licence
2007	Millennium Volunteer Award