THOMAS MCCARTHY

Designer, Developer & Digital Marketer

CONTACT ME

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SKILLS

Front-End

HTML, CSS, SASS, JavaScript (ES6), SASS, jQuery, Susy, Flint.gs

Back-End

PHP, nginx, WordPress, WooCommerce, Craft CMS, Laravel

Software & Tools

Adobe Creative Suite, NPM, Gulp, PHPStorm, Sublime Text, Git, Vagrant

EDUCATION

B. Business (Marketing) with Distinction / B. Information Technology with Distinction

Queensland University of Technology, 2011 – 2014 GPA: 6.2

QCE – OP3 (96th Percentile)

St Peters Lutheran College, Class of 2010

EXPERIENCE

Digital Manager at Dreamfarm   (Jan 2015 - Present)

- Design, development and optimisation of the company's online eCommerce presence, which generated **year-on-year sales increases of over 300%.**

- Implementation of a variety of internal Laravel-powered web applications to help manage sales representatives.

- Creation & administration of Dreamfarm's online advertising campaigns, with our **primary campaigns maintaining an ROI of over 200%** on a five figure spend.

- Management and design of various graphical assets, including box artwork, magazine spreads and ad banners.

- Production, filming and editing of promotional videos shown to hundreds and thousands of fans annually.

Partner Marketer at NextGen Tech   (Jan 2013 – Jan 2015)

- Collaborated with our head of sales - through proposal creation and pitch assistance - **to acquire two major sponsorship deals** worth hundreds of thousands of dollars.

- Created proposals, presentations, websites and other marketing collateral for stakeholders and partners such as **Creative and Newegg.**

- Managed and designed all of the company's graphic design assets including assets distributed across social media presences exceeding 100,000 followers.

Contracted UI Designer at iSphere   (Dec 2012 – May 2013)

- Worked with the KATY Independent School District to redesign their front-end user interface for all district, department and campus websites

- Implemented designs into HTML/CSS/jQuery prototypes for SharePoint deployment

Creative Director at Quantic Gaming   (July 2011 – Nov 2012)

- Implemented & designed various microsites & promotional pages for sponsors including Dell, ASUS & Razer.

- Managed the company's social media presence, reaching **over 50,000 followers.**

- Creation of proposals, sales decks, landing pages and other marketing collateral for partners such as **Dell, Razer and ASUS.**