

Kevin John Dowd

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Career History

WordPress Developer at at Rockefeller Digital
MarketingDesign May 2020 - Present

All round developer. Most work involves bespoke theme development, working with designers and site upkeep. Here are some typical tasks:

- Javascript, CSS, PHP
- SEO/Yoast/Tracking
- Newsletters & signups
- Domain management
- WP Engine and Flywheel Platforms
- Security

Recent Builds:

<https://naturesway.co.nz/>

<https://viagra.co.nz/>

<https://efamol.co.nz>

Web Specialist at ACG Education, Yoobee School of Design

Mar 2019 - Present (3 years)

Senior tutor on a one year Web and UX course.

Students learn the fundamentals of javascript and css and then move on to more ambitious topics that involve a NodeExpress/React stack build followed by a bespoke theme build within WordPress. The latter build must use custom post types/taxonomies, the Customiser API, SEO and optionally the RESTful api.

Students work at different levels and speeds and have different ambitions for their work - some just want to pass the course others want to push the limits.

I am exposed to all manner questions and queries from the students, especially around submission time. Questions will range from CSS layout problems to CSS animations/transitions through to question about template hierarchy and WP_Query and how to work with a tabbed interface in WordPress.

A large part of my work involves creating live, working demos so that I can screen share within classes and step through code with the students.

Manager of Creative and Production at Mediaworks NZ

Apr 2017 - Nov 2018 (1 year and 7 months)

In this position I was a coder and additionally managed a team of two designers and one motion designer.

I would say approximately eighty percent of the job was coding related - usually this involved creating and updating new rich media products or building and updating existing B2B websites.

My primary role was to develop new ad builds that could work on

the DoubleClick Ad platform. I was also the tech contact for the Ad Operations team and would troubleshoot ad builds and reporting problems.

Our teams job was to service the creative and design needs of all of the various sales teams and deal directly with clients and creative agencies if the need arose.

Web Specialist at ACG Education, Yoobee School of Design

Jun 2016 - Apr 2017 (10 months)

I taught a forty week course in NZQA Level 6 Web Development to a class of thirteen adults. I gave classes to teach the fundamentals of web development, that's front-end and back-end development with HTML/CSS, WordPress and PHP/MySQL.

This job involved eighteen hours of face-to-face teaching per week – five weekdays of three hours per day plus a Friday workshop. For most lessons I created my own teaching materials or adapted existing materials to suit.

Web Developer at The Creative Store

Jan 2016 - Jun 2016 (5 months)

A period of freelancing around Auckland. Much of the work involved updating existing sites, often other peoples WordPress sites...

Ad Technologist at Yahoo!

Nov 2010 - Dec 2015 (5 years and 1 month)

Part coder , part troubleshooter, part creative....

A job with a variety of hats. Building ads and mini sites on the sprawling Yahoo platform. Yahoo NZ were riding high at the time and companies would develop ad campaigns and site that ran just for the Yahoo platform. Tracking, testing and iterations were all specific to the Yahoo way of doing things so that meant learn the

platforms and make the best of it...

Most of the job involved javascript in one form or another and debugging ads - lots of Chrome dev tools work, along with Charles and TamperData. Thats the life of an AdTech.

Skills WordPress, React, Javascript, CSS3, Gulp, Digital Content creation, Creative Solutions, Presentation, Listening....

Education

Computer Integrated Publishing from Middlesex University
Graduated 1995

Creative technology. Design , UX, Web Programming