

Thomas Hand

Frontend Web
Development/SEO



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Skills

I'm Tom, a tech enthusiast with a love for finding data-driven solutions at the intersection of web development and search engine optimisation. Primarily, I operate as a front-end web developer, though I hold a strong interest in SEO.

Field experience

Web Design & Development: 5 years

Search Engine Optimisation: 3.5 years

Technologies worked with

HTML CSS (Bootstrap, Bulma, Tailwind)

SSG (Hugo, Jekyll)

Markdown (md, mdx)

JavaScript (Astro, React, Vue)

Liquid (Shopify theme development)

PHP (WordPress theme development)

Python (using pandas for basic data analysis)

CMS (WordPress, Squiz, Sanity)

Version control (Github)

Schema markup

Software I leverage

Google Search Console

Google Analytics

Screaming Frog

Ahrefs

Semrush

OpenAI

Experience

Optmatic / Frontend Developer

January 2023 - PRESENT, Self-employed

We help small-medium businesses enhance their digital visibility through a data-driven, performance-first approach. Leveraging best-in-class workflows, we craft UX-optimised web apps/sites and assist clients in optimising their content strategies to elevate their online presence.

Tools: Tailwind CSS • Shopify • E-Commerce • Web Development • JavaScript • WordPress

Oxford University Press / Web & UX Specialist

February 2022 - May 2023, Melbourne (Remote)

My primary responsibility was the coordination of a global employee development portal, which was managed on *WordPress*.

While in this role, I:

- Leveraged *Python* and *Jupyter Notebooks* to extract relevant data, aiding in the presentation of Key Performance Indicators to stakeholders.
- Collaborated with the marketing division of the Australian team to develop webpages using core frontend technologies.
- Handled the Squiz content management system, addressing queries and troubleshooting debug requests.
- Participated in quality assurance of Funnelback search integration, which included regular interactions with the data team.
- Provided recommendations to the management team on the significance of site technical optimisation, proposed the use of responsive UI through frameworks, adoption of modern image formats and adherence to strict programming standards with technical SEO consideration.

This is LD / SEO Strategist

November 2019 - December 2022, London (Remote)

I led content & technical-based SEO campaigns for numerous clients located primarily in London, UK & New England, USA.

Optimise Learning / Web Administrator

April 2017 - PRESENT, Brisbane (Remote)

I manage the website of an online tutoring company with a diverse reach spanning Europe, Asia, and Oceania. Recently, I undertook the development of a customised learning portal utilising PHP, JavaScript and Bootstrap 5.

Education

University of Queensland / Bachelor of Arts, Economics

July 2017 - December 2018, Brisbane

After leaving Tasmania, I continued my studies, commuting from the Sunshine Coast to Brisbane. At UQ I focused more on Economics. At the end of 2018, I decided to leave University to pursue my new-found passions in the digital industry.

University of Tasmania / Bachelor of Economics, Laws

February 2016 - June 2017, Hobart

Studied Economics/Laws in Tasmania, while living in both Launceston and Hobart. Left in 2017 to move to Queensland.

Australian International School, Singapore / Higher School Certificate

January 2011 - December 2012, Singapore

Completed my schooling at the Australian School in Singapore.