

DR. PELE ODIASE

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PROFILE

Self motivated software development expert with invaluable web, ecommerce and research experience.

KEY PROGRAMMING & SOFTWARE DEVELOPMENT SKILLS

- Object Oriented Programming (OOP), ZEND Framework, MVC, PHP 5.3, JavaScript, jQuery, prototype, scriptaculous, UML, AJAX, XML, CSS, HTML, Mumps (M), MySQL, RDBMS, Doctrine ORM, YAML, MATLAB, LABVIEW, CMS, SDLC, Agile, Smarty, Joomla, Apache, Dreamweaver, Photoshop.
- Software Development Life Cycle – Information gathering, requirement specification, data modelling, development, testing, documentation and deployment.
- Search engine optimisation (SEO) and version control using Visual Source Safe.
- AGILE and Extreme Programming (XP) experience.
- Linux administrative skills in LAMP development environment using ZEND Studio IDE.
- Logical approach to problem solving and software development.
- I have knowledge of Visual Basic and C++

CERTIFICATIONS

- Zend PHP 5.3 Certified Engineer (ZCE)

WORK EXPERIENCE

Senior Web Developer / Team Lead

2010 –

Markcomedia Ltd, 2 Landsdowne Road, Croydon CR0 6ET, www.markcomedia.com, www.myvouchercode.co.uk

Markco media invents effective online channels where consumers save money using voucher codes and merchants increase revenue by advertising on its web platforms with over 3 million unique visitors monthly.

Responsibilities include

- Liaising with the senior members to staff to producing technical specifications for projects
- Supervising and mentoring junior developers
- Identifying skill shortfalls, co-ordinating training schedules and involved in the recruitment process of technical staff
- Leading and realising projects on time to the highest standard across multiple geographic locations
- Continuous improvement and maintenance of the company's platforms for advertising deals, sales and vouchers codes in different countries.
- Managing members of the development team and ensuring they attain their career objectives and personal development targets

Developer / Programmer

2008 - 2010

Priam Business Software, 32-42 Albert Street, Rugby CV21 2SA, www.priamsoftware.com

At Priam Business software we licence our in-house bespoke e-commerce and content management systems to clients. We also design and build bespoke business critical applications web applications which are integrated into existing high traffic websites. Clients who use our systems include:

- Tottenham Hotspur FC – <http://shop.tottenhamhotspur.com/spurs08/>
- Book Club Associates - <http://www.member.booksdirect.co.uk/>
- Readers Union - <http://www.rucraft.co.uk/>
- Primary Teaching Services - <http://www.primaryteaching.co.uk/primaryteaching/>

My responsibilities include:

- Actively involved in architecting the backend systems and applications ensuring that they are robust and scalable.

- Executing software development projects to client's specification and deadlines.
 - Technical documentation and training.
 - Responsible to the Managing Director for software development projects and standards.
 - Liaising with clients to identify needs and to initiate internal software development projects.
 - Wholly responsible for porting legacy code used to drive high traffic websites to the Zend Framework
- This involves designing and developing a continuous integration strategy to completely overhaul our content management and e-commerce platform.

Web Developer

2004 - 2008

Rhema Web design, Bradford West Yorkshire

- Project management from conception to deployment through the development life cycle (SDLC).
- Design and development of bespoke websites to the required specification.
- Development of W3C compliant websites and search engine optimisation (SEO).
- Database design, modelling, implementation and administration (ACID)..

EDUCATION

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| ▪ PhD in Computer Science, University of Manchester | 2004 – 2008 |
| ▪ Master with Distinction in Real Time Power Electronics and Control Systems, University of Bradford | 2002 – 2003 |
| ▪ Certificate in IT and Computing - Grade A, Bradford College | 2001 – 2002 |
| ▪ BEng (Hons.) Electrical Electronics Engineering – 1st Class Honours | 1992 – 1997 |

PROFESSIONAL MEMBERSHIP

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| ▪ Student Member - Chartered Institute of Management Accountants (CIMA) | April 2010 |
| ▪ Member of the Institution of Electrical Electronics Engineers (IEEE) | September 2006 |
| ▪ Member British Computer Society (BCS) | November 2004 |
| ▪ Member Association of Certified IT Professionals UK (ACITP) | 4 th September 2003 |
| ▪ Member of the Institution of Engineering and Technology, UK (IET) | 3 rd February 2003 |

INTERESTS & HOBBIES

Digital photography, scrabble, playing keyboard and listening to music.

SPECIFIC EXAMPLES OF MY SKILLS, PROJECTS AND WEB APPLICATIONS I HAVE DESIGNED.

1. Expertise in working with PHP5, MySQL Object Oriented Designs and design patterns in a developer position
 - a. Designed and developed a product review application where web users can leave reviews on products and provide ratings. This web application is similar to that used by Amazon. It is currently being used by the following high traffic websites for product reviews (browse to a product page to view or leave reviews)
 - i. www.rucraft.co.uk
 - ii. <http://www.thehobbywarehouse.co.uk>
 - iii. <http://www.member.booksdirect.co.uk/>

This application can also be configured and used as a blog tool as seen in

 - iv. <http://www.member.booksdirect.co.uk/blog.php>
2. Proficiency in front-end scripting including: HTML, XHTML, JavaScript, CSS, AJAX, jQuery
 - a. I designed and developed a product personalisation application. This application has both a backend interface for administrative setup and the front interface that is cross-browser compatible. A sample product personalisation screen can be seen at :
 - i. http://www.primaryteaching.co.uk/primaryteaching/personalise_my_product.php?pno=G5C8&perkey=0004

3. Experience working in ZEND framework
 - a. I designed and developed from scratch the entire content management system using the Zend Framework, MySQL and Doctrine ORM. This systems can be seen at:
 - i. <http://www.rhema-webdesign.com>
 - b. I am currently porting legacy system codes used at PRIAM Software to the Zend Framework
4. Experience in PHP5 with proven skills in developing, maintaining and adapting PHP applications and web-based tools
 - a. I have extensively designed in-house web tools to standardize and automate repetitive task. These tools are mostly backend and site administrative tools which require authentication to gain access to view them.
 - b. I have worked on and maintained websites built on the Joomla CMS and wordpress. I have a personal blog at www.peleodiase.com which I use to test and implement plug-ins.
5. Hands-on experience with web application architecture and relational database design
 - a. I developed a product review and blogging application using MySQL built on a relational database design.
 - b. The content management system built on the Zend Framework utilises a RDBMS implemented in MySQL.
6. Familiarity with the LAMP environment (Linux, Apache, MySQL, PHP)
 - a. I have worked on the LAMP stack for over 3 years. I have system administrative skills using the command line and open source GUI to manage server configurations, upgrade apache modules, configure PHP, install and configure libraries.
 - b. I have experience working with MySQL both on the command line and used PhpMyAdmin GUI.
7. Familiarity with different MVC frameworks for PHP
 - a. I have surveyed and a number of MVC frameworks including Code Igniter, Symphony, YII and Zend.
 - b. My greatest strength is in using the Zend framework as the default system architecture and on a pick-and-choose basis.
8. Knowledge of search engine optimization (SEO) and marketing (SEM)
 - a. I understand and implement SEO strategies in designing frontend interfaces and ensuring page Meta tags are adequately structured.
9. Knowledge of best practices for cross-platform, cross-browser compatibility
 - a. I fully understand cross-browser compatibility issues and ensure scripting best practices using native JavaScript and JavaScript frameworks such as jQuery and prototype.
10. Professional experience building database-driven web applications.
 - a. Developed blog and review application driven by database
 - b. Developed an affiliate marketing application driven from a MySQL database. The RDBMS is populated from XML data download from via affiliate product feeds.
11. XML manipulation (both parsing and writing) and experience with XML based applications and protocols.
 - a. Developed an affiliate marketing application that dynamically populates the website product availability periodically based of product feeds in XML as used at www.mwob.co.uk. This involved parsing and manipulation thousands of product information and dynamically populating RDBMS in MySQL. The menus and product search results are database driven.
12. Knowledge of subversion (SVN)
 - a. I have knowledge of using SVN for source control via command line and via the Zend Studio IDE.
 - b. I also understand and use the Visual Source Safe for source control in the windows environment.
13. Exposure to other server-side scripting languages such as JSP, ASP, CFM

- a. I have previously designed websites in cold fusion and have a general understanding of JSP and ASP.
- 14. Conversant with accessibility guidelines with previous experience of developing accessible web sites that fully comply with the W3C - WCAG standards
 - a. I understand and I am conversant with W3C – WVAG disability and usability concerns. I have also undergone formal and in-house training in this regards.