SCOTT HUTCHESON

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PROFESSIONAL PROFILE

As a curious and energetic individual, I bring a wealth of experience from various industries to the table. I have collaborated with teams on web development projects, worked independently on website builds, and managed logistics in a fast-paced warehouse environment. Through these experiences, I have honed my skills in communication, teamwork, self-drive, and client relations. I am eager to join a dynamic organisation where I can make a real impact and bring my passion for the development field to the forefront.

EDUCATION

- Advanced CSS SASS: Flexbox, Grid Animations: Udemy: Jonas Schmedtman Course
- E1110A-Certificate IV in Web-Based Technologies: Open Colleges- 2020
- Diploma in Photographic imaging: UCOL- 2005
- UCOL tertiary scholarship – 2003

DEVELOPMENT SKILLS

- HTML
- Sass
- JavaScript
- WordPress
- GitHub
- MySQL
- PowerShell

DESIGN SKILLS

- Responsive web design
- Wireframing
- Figma website and app prototyping
- Adobe Creative Suite
- Expert Photoshop skills
- Email marketing design
- Microsoft Office

PROFESSIONAL EXPERIENCE

May 2024 – Today   **Tech Producer (Parachute Digital)**

Key Responsibilities:

- Building eCommerce donation pages across a variety of CMS's and platforms
- Setting up split and multi-variant tests for donation pages to improve conversion rates (Conversation rate optimisation in collaboration with digital strategist)
- Building landing pages that capture leads or have interactive engagement objects on the page
- Cross device and browser UAT
- Building and testing responsive email marketing automations across email clients and browsers
- Creating triggered marketing automation journeys in Orrto, Mailchimp and Campaign Monitor - integrating with SMS platforms and Meta custom audience ad campaigns
- Setting up tracking in Google Tag Manager and events in Google Analytics
- Simultaneously managing multiple client projects, deliverables and deadlines with 5+ internal stakeholders
- Contribute to weekly reporting and detailed campaign post analysis reports

Achievements:

- The Prostate Cancer Foundation doubled their database in 6 weeks (with over 6000 leads). In the last week of the campaign, the org raised the most money they EVER have in 1 week.

- Built a complex supporter journey of 14 touchpoints, across three channels, to improve donor retention for the Orangutan Project

- Helped Variety New Zealand to acquire almost 200 new monthly child sponsors to help Kiwi kids living in poverty

Technologies:

- Mailchimp, Dot Digital, Raisely, Zapier, Monday, Slack, HTML, Sass

Aug 2023 – April 2024   **Web Developer (Building Express)**

Key Responsibilities:

- Designed and built the 'Building Express' website, and redesigned and built the 'LX Recruitment' website using Figma and Squarespace, enhancing user experience and modernising design.
- Integrated Astute timesheet software and JobAdder's job listings using JavaScript to streamline operations.
- Implemented SEO strategies to boost online visibility and search engine rankings.
- Established both businesses as Google entities, enhancing their online presence and accessibility.
- Developed and deployed an online induction form, replacing paper-based processes, to make worker onboarding smoother and easier.
- Conducting monthly on-site inspections to ensure LX Recruitments safety compliances are up to date.
- Creating and distributing weekly email promotions.

Achievements:

- Designing, building, and launching both businesses websites.
- Collaborating with Building Express to meet their website needs.
- Working in with construction clients onsite to ensure our workers are entering a safe workplace.

Technologies:

- Squarespace, Figma, JavaScript, Astute, Cloud Workspace, mysms, Jobadder.

April 2022 – November 2023   **Freelance Web Developer (Wiki Web Design)**

Key Responsibilities:

- Communicating with clients over the website build and maintenance.
- Organising domain purchases and website hosting.
- Building and launching websites.
- Keeping to task and completing tasks whilst working on my own.

Achievements:

- Designing, building, launching, and maintaining multiple websites.
- Collaborating with clients to meet their website needs.
- Learning new technologies to meet client's needs.

Technologies:

- HTML, CSS, JavaScript, WordPress, WordPress plugins, Shopify, Adobe Photoshop.

September 2022 – July 2023   **WordPress Developer (THRIVE Project)**

Key Responsibilities:

- Website updates
- Website maintenance
- Website refresh (migrating website to new domain)
- Website rebuild (beginnings of building website v4)

Achievements:

- Team leader for the 'website refresh' team.
- Team leader for the 'website rebuild' team.
- Collaborating with an international team via Slack and Zoom to have projects and tasks completed.

Technologies:

WordPress, CSS, WordPress plugins, Adobe Photoshop, Slack, Zoom.

ACTIVITIES AND HOBBIES

I find solace in reconnecting with nature during my downtime, whether in the ocean, the forests, or the wildlife, nature is a place where we can all find somewhere we are a part of.

I am an avid sports enthusiast, embracing every opportunity to engage in any sport. Personally, I love the strategy, skill-building, and teamwork involved in achieving common goals.

Music is another passion of mine, where I enjoy both playing instruments and experiencing live music. Music is a place where creativity, self-expression, and letting yourself go reside.