

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.



Marcos Sastre · 1st

Digital Producer en Parachute Digital

September 12, 2024, Marcos managed Scott directly

I had the pleasure of managing Scott during his tenure at our company. Despite the brief duration, Scott swiftly demonstrated an impressive ability to adapt to our fast-paced environment and to master new tools effectively. His proactive approach and eagerness to learn quickly made him a valuable asset to our team.

Scott's skills as a front-end developer were particularly noteworthy. He played a critical role in several projects, developing websites for high-profile campaigns, organizing and implementing tests, and integrating client feedback into seamless updates. Beyond his technical prowess, Scott's congenial personality and focused yet relaxed demeanor greatly enhanced our team's dynamic, making him not only a reliable colleague but also a joy to work with. His ability to blend skill with a positive attitude ensures that he will be an excellent addition to any future team or project.

LinkedIn Recommendation

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

- HTML5
- Sass
- JavaScript
- WordPress
- SEO
- GA4
- Google Ads
- Semrush
- Ahrefs
- GitHub
- MySQL

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:

- Build marketing eDM journey's
- Build client website donation pages, including payment gateways, validation, conversion rate optimisation.
- Conducting SEO research in Google Ads and Semrush to optimise client search performance.
- Zapier - securing integration of data between 3rd party systems.
- Managing clients' technical needs for via Monday

Achievements:

- Built the Lead capture and donation pages for campaign to End Victim Blaming in New Zealand.
- Set up new data integration using MAKE between Mailchimp, Raisley and CRM.
- Built a complex supporter journey with 15 email touchpoints and six SMS touchpoints to improve donor retention for the Orangutan Project.
- Collaborating with consultants to have client tech needs met.

Technologies:

- Mailchimp, Dot Digital, Raisely, Zapier, Google Analytics, Google Ads, Semrush, 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, Google Analytics, Semrush, Ahefs, 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.
- Implementing website SEO strategies to enhance online visibility and improve search engine rankings.
- 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.

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