

# SCOTT HUTCHESON

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**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.

## PROFESSIONAL PROFILE

As a curious and energetic individual, I bring a diverse background to my role. I have successfully contributed to projects across various industries, including web development, email marketing, and logistics. I have honed my skills in communication, teamwork, self-drive, and client relations while collaborating effectively within teams and independently. I am eager to join a major organisation like Optus to leverage my experience and passion in the tech field to make a significant impact.

## 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 & TECH SKILLS

- Advanced HTML5, CSS3, JavaScript, and Responsive Web Design development
- Email development and rendering across major clients (Litmus)
- CRM and marketing automation tools: Salesforce Marketing Cloud, Mailchimp, Brevo, Dot Digital
- Integration of APIs, automation, and workflow efficiencies (Zapier, JSON, PowerShell)
- Front-end development of websites, eDM's, and campaign assets
- CMS experience (WordPress, Raisely, Squarespace, cPanel)

## DESIGN & UX/UI

- Responsive web design
- Wireframing and prototyping using Figma and Adobe Creative Suite
- Figma website and app prototyping
- UI/UX best practices for digital experiences
- Conversion rate optimisation for campaign assets
- Expert Photoshop skills
- Email marketing design
- Microsoft Office

## PROFESSIONAL EXPERIENCE

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

#### Key Responsibilities:

- Developed and deployed email/SMS journeys using Salesforce Marketing Cloud, Mailchimp, Brevo, Dot Digital, and API integrations.
- Managed end-to-end email marketing campaigns, including audience segmentation, A/B testing, Google UTM tracking, heatmapping, and custom-coded emails using HTML and inline CSS.
- Built and optimised websites, and donation platforms with payment gateways.
- Ensure seamless data integration across third-party systems via Zapier. Managing clients' technical needs.
- Conduct SEO analysis and optimisation for client campaigns.
- Managed technical execution of client marketing strategies and troubleshoot performance issues.
- Use Salesforce Marketing Cloud for audience segmentation and campaign reporting.

#### Technologies:

- Salesforce Marketing Cloud, Mailchimp, Dot Digital, Zapier, Google Ads, SEMrush, HTML, CSS, JavaScript, Figma, Monday, Slack.

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

#### Key Responsibilities:

- Designed and built websites for Building Express and LX Recruitment using Figma and Squarespace.
- Managed and optimised weekly email marketing campaigns using Mailchimp and Salesforce Marketing Cloud.
- Executed SEO strategies, improving site visibility and ranking.
- Created online induction forms, replacing manual onboarding processes.
- 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.

#### Technologies:

- Mailchimp, Salesforce Marketing Cloud, Squarespace, HTML, CSS, JavaScript, Astute, JobAdder, Cloud Workspace, mysms

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

#### Key Responsibilities:

- Led website refresh and migration projects to improve performance and accessibility.
- Communicating with clients over the website build and maintenance.
- Designed, and built weekly email marketing campaigns using Mailchimp and Salesforce Marketing Cloud.
- Organising domain purchases and website hosting.
- Building and launching websites.
- Keeping to task and completing tasks whilst working on my own.

#### Technologies:

- HTML, CSS, JavaScript, WordPress, WordPress plugins, Figma, Mailchimp, Salesforce Marketing Cloud, Shopify, Adobe Photoshop. Zapier.

**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)

Technologies:

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