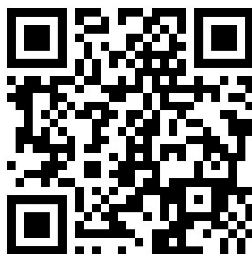# LINTON EVANS
TECHNICAL ARCHITECT

Email: linton.evans@outlook.com
Mobile: +64-21-939-505
LinkedIn: Click to open
Location: Auckland, New Zealand

I am a **Technical Solutions Architect** with extensive experience in **Full-Stack Development, E-Commerce, Inventory Management, Unified Communications, Systems Development, and Business Operations** across **Enterprise**, **SME**, and **SMB** environments. Combining over 17 years of enterprise experience with hands-on leadership in **systems development, SaaS solutions** and **business operations**, I've designed and delivered **Technical Solutions** for a variety of clients from small to large scale including my own success in the technology space.

As the former **Product Architect of Microsoft Collaboration at Spark**, I delivered large-scale technical solutions across government and enterprise clients, spanning Unified Communications, cloud collaboration, and contact-center platforms. This background, combined with my commercial experience running an omni-channel technology business, enables me to bridge **deep technical expertise with practical business execution**.

Known for bridging business and technology, I thrive in roles that require **hands-on problem solving, innovation, automation, design, and technical leadership**.

CERTIFICATIONS

- ✓ AWS Certified Cloud Practitioner
- ✓ PureCloud Core Professional
- ✓ Polycom – Microsoft Room System Solutions ICCE Engineer
- ✓ Cloud PBX Certified Genesis Dialer Engineer
- ✓ SOF Certified Sonus SBC 5K/7K/SWE Engineer
- ✓ Microsoft Certified Professional (MCPS – Silver Accreditation)
- ✓ Microsoft Certified IT Professional – Lync Server

EXPERIENCE

OWNER / OPERATOR   2019 - PRESENT
E & E TRADERS LIMITED

- Owned and operated a hobby & **technology**-focused **e-commerce business** building **custom integrations** and **AI enabled** tools to drive **operational efficiency**. Managed end-to-end **operations** with **full P&L accountability.**
- Led the **setup, configuration, and customisation of e-commerce platforms**, with a primary focus on **BigCommerce/Shopify** theme implementations, **JSX/CSS** styling**, Node.js/Typescript** workflow development.
- Delivered **omnichannel API integrations**, including **feeds, web hooks, Amazon API linkages, and omni-channel vendor synchronization.** Building integrations between disconnected platforms.
- Built **AI-enabled applications** connecting **OpenAI LLMs**, real-time **SERP** data, and **e-commerce** APIs (**REST/GraphQL**) to **automate** product descriptions, pricing intelligence, and catalogue enrichment. Replacing hours of manual work with **intelligent automation.**
- Designed, configured, and optimized multi-channel digital campaigns across **Google Ads (Search, Shopping, PMAX, Display),**

LEADERSHIP

I am a hands-on technical leader who builds trust through competence, clarity, and collaboration. Known for bridging technical depth with business outcomes, I lead by empowering others, creating environments where teams take ownership and deliver with precision. My leadership approach balances strategic vision with practical execution, ensuring both people and systems perform at their best.

REFERENCES

Available on request

NOTICE PERIOD

1-2 Weeks Negotiable

Meta, Pinterest, Reddit, and programmatic platforms, achieving measurable improvements in **CTR, CPC, and ROAS**.

- Implemented advanced **tag management frameworks** across all advertising platforms using **GA4 and Google Tag Manager (GTM)**, enabling independent campaign tracking, granular attribution, and cross-channel performance analysis.
- Configured and managed the full **digital marketing lifecycle**, implementing **email automation (Mailchimp, Brevo), paid search (Google Ads), social campaigns, and push notification platforms**, supported by structured **A/B testing, performance tracking, and analytics-driven optimization**.
- Implemented **cross-network SEO frameworks** with technical optimisation **(metadata, schema markup, internal link architecture, rank tracking, competitor keyword analysis).**
- Built **automation scripts** and **API connectors** to streamline **inventory management**, **supplier/vendor integrations**, **logistics**, and **reporting** to reduce manual overhead and increasing efficiency and accuracy.
- Executed active **competitor analysis, revenue tracking, product margin analysis**, and **pricing strategy** to maintain market competitiveness.
- Integrated **domestic and international logistics providers** with e-commerce operations, ensuring smooth **vendor management, order fulfilment, and cross-border compliance**.
- Managed **full financial administration**, including **invoicing, creditor reconciliation, bank reconciliation, GST reporting, budget management**, and **Xero system configuration/maintenance**.
- Provided hands-on **customer support, technical troubleshooting and technical build and repair services**, blending technical expertise for repair of **high-end electronics** with **commercial operations** to maintain strong client satisfaction and repeat business. Including:
    - **ASIC** diagnosis, **repair**, and **chip-level repair**, including **signal testing, EEPROM reprogramming,** and **SMD micro-soldering.**
    - **ARM**-**based** control board **firmware upgrades and configuration** of operating systems in **Android** and **Linux** environments.
    - **Configuration** and **troubleshooting** of **Spread Spektrum radio** equipment.
    - **High-end electronics** troubleshooting, setup, and calibration of **ESCs**, **servos**, **brushed** and **brushless motor systems.**
    - **Lithium** battery **diagnostics**, testing, balancing and recovery.
    - **3D Printing** and **desktop CNC** builds, **operation**, and **programming**, including experience with Siemens 808D programming and control system.

PRODUCT ARCHITECT - UNIFIED COMMUNICATIONS   2014 - 2020
SPARK NEW ZEALAND

- Led the **consulting, design, and delivery** of Microsoft UC, and **Contact Centre solutions** across enterprise and government clients.
- Designed and implemented Spark's **centralised SIP delivery platform** and **hosted Microsoft Teams Calling service offering.**
- Co-developed the **Telecommunications-as-a-Service (TaaS)** offering for **All-of-Government** clients.
- **Managed all key stakeholders, vendors, and SL Teams**.
- Delivered **Skype for Business and Microsoft Teams voice integrations** for commercial, **healthcare**, and **government** sectors.
- Partnered with engineering and product teams to improve **service design and customer outcomes.**
- **Migration** and **integration** from **PABX** solutions including **Avaya**, **CUCM**, **NEC**, **Asterisk** and other leading brands.
- **A/V Room Integration** with **Surface Hub**, **Poylcom**, **Crestron**, **RCC**, **Yealink** and more.

UNIFIED COMMUNICATIONS MANAGER   2014
PURE IP LIMITED

- Headed the Microsoft Lync division, responsible for **consulting, design, configuration, deployment, and support.**
- Built and expanded the company's **Microsoft Lync business portfolio** and customer base.
- Integrated **VOIP and PSTN systems** including Sonus UX 1000/2000 and Cisco ISR gateways.
- Oversaw **infrastructure management and internal system development** to strengthen UC service delivery.

APAC IT NETWORK MANAGER   2011 - 2014
ZEACOM LTD / ENGHOUSE INTERACTIVE

- Managed **IT infrastructure** across Australia and New Zealand, leading a small technical team across both locations.
- Directed **asset lifecycle management, cost control, and system upgrades** for production and development environments.
- Supported integration of the **Microsoft UC stack** for product development and staff upskilling post-acquisition.
- Provided **strategic decision-making** in evolving business and technical environments.
- Implementation of **core network technologies** including **MPLS**, **IPSEC**, **BGP** and **OSPF**.
- **ISR** and **ASA configuration**, **switching setup**, and **firewall configuration.**

SKILLS

AI & INTELLIGENT AUTOMATION

- LLM INTEGRATION (OPENAI, HUGGING FACE TRANSFORMERS, GPT APIS, LLAMA, MISTRAL)
- AI-POWERED WORKFLOWS (LANGGRAPH)
- PROMPT ENGINEERING (SE, CHAINING)
- INTELLIGENT AUTOMATION (REST, GRAPHQL)
- SERP & DATA PIPELINE INTEGRATION
- AI-ENABLED APPLICATION DEVELOPMENT

DEVELOPMENT & TECHNICAL

- FULL-STACK DEVELOPMENT
- JAVASCRIPT/ NODE.JS
- TYPESCRIPT / HTML/CSS
- PYTHON
- GIT
- CUSTOM APPLICATION DEVELOPMENT
- CRIPTING & AUTOMATION

UNIFIED COMMUNICATIONS & VOICE

- MICROSOFT TEAMS
- SKYPE FOR BUSINESS
- SIP/VOIP ARCHITECTURE
- CONTACT CENTRE PLATFORMS
- SESSION BORDER CONTROLLERS
- PSTN INTEGRATION
- LEGACY PBX MIGRATION (AVAYA, CISCO, NEC)

E-COMMERCE & DIGITAL PLATFORMS

- BIGCOMMERCE
- SHOPIFY
- E-COMMERCE ARCHITECTURE
- OMNICHANNEL INTEGRATION
- GOOGLE ANALYTICS
- GOOGLE TAG MANAGER
- DIGITAL MARKETING
- PAID SEARCH (GOOGLE ADS)

BUSINESS & LEADERSHIP

- TECHNICAL PRE-SALES
- STAKEHOLDER MANAGEMENT
- ENDOR MANAGEMENT
- P&L ACCOUNTABILITY
- CROSS-FUNCTIONAL COLLABORATION
- GOVERNMENT & ENTERPRISE DELIVERY

EDUCATION

BACHELOR OF COMPUTING SCIENCES   2004 - 2008
UNITEC INSTITUTE OF TECHNOLOGY
CERTIFICATE IN INFORMATION SYSTEMS   2002 - 2004
UNITEC INSTITUTE OF TECHNOLOGY NETWORKS