# LINTON EVANS
## TECHNICAL SPECIALIST

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I am a **Technical Specialist** 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 recent hands-on leadership in **systems development, e-commerce** 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** and **cryptocurrency mining venture**, managing 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** (theme implementations, **JSX/CSS** styling**, Node.js/Typescript** workflow development) with secondary exposure to **Shopify**.
- Delivered **omnichannel API integrations**, including **feeds, web hooks, Amazon API linkages, and omni-channel vendor synchronization.**
- Developed **AI-driven product enrichment and pricing tools** using **OpenAPI** and **SERP integrations**, connected via **REST** and **GraphQL APIs** to improve scalability and efficiency.
- Designed, configured, and optimized multi-channel digital campaigns across **Google Ads (Search, Shopping, PMAX, Display), 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 replacement**, including **signal testing**/troubleshooting of **SMC** and **chip pathways**, **EEPROM reprogramming**, and full control board testing.
    - **SMD replacement** and **micro-soldering** for on-circuit and through-hole components including fuses, ICs, transistors, MOSFETs, and SMC resistors.
    - **ARM-based** control board firmware **diagnosis**, flashing and **upgrades**, with **configuration** and operating system modifications for **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.
    - **BMS** testing, repair and re-recalibration.
    - **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.**

## EDUCATION

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