

LINTON EVANS

TECHNICAL ARCHITECT



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Location: Auckland, New Zealand

I am a **Technical Solutions Architect** with extensive experience in **Full-Stack Development, AI & Automation, E-Commerce, Systems Architecture, Unified Communications, Platform Integration, 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 E & E TRADERS LIMITED

2019 - PRESENT

- 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, Polycom, 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
- CRIFTING & 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