

William Wise

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Description

I'm a competent Front End Web Developer with a strong passion for creating unique and intuitive web content.

Throughout 2016 I've been honing my development skills with The GPT Group, working tirelessly on projects for a collection of inspirational brands across Australia. My work included front end UI and UX development, along with graphic design and Search Engine Optimisation.

Prior to this, I worked with a collection of organisations, which saw me fulfilling roles in design and development.

Skills

Development

- Strong technical strengths in front-end development, including HTML5, CSS3, jQuery and JavaScript
- Confident with popular frameworks, such as Bootstrap.
- Strong understanding of mobile-responsive web development and cross-browser work-arounds
- An understanding of dynamic functionality, such as AJAX
- Competent back-end technical strengths in PHP and MySQL.
- Strong technical strengths with various Content Management Systems, including Wordpress.
- Able to interpret data from Google Analytics and similar sources
- Familiar with AWS and exposure to Linux consoles

Supporting Skills

- Confident use of creative tools, such as Adobe Photoshop, InDesign and Illustrator
- Animated HTML adverts using both Adobe Edge Animate and Google Web Designer
- Strong understanding of image optimisation for web resources
- Comfortable understanding of Australian copyright law
- Effective team worker, project manager and leader

Career History

The GPT Group

Front End Web Developer

The GPT Group is a top 50 ASX listed property management company. My role at GPT was to develop and maintain front-end applications in a customer-focused environment servicing internal stakeholders.

September
2015

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June 2016

Services

- Web development, specifically front-end UI/UX development
- Liaise and work alongside a team of graphic designers and marketing professionals
- Custom HTML emails built to integrate with third party systems, like Exact Target (Salesforce) and Mailchimp

Projects

- Worked closely with Hoyts Australia and Reading Cinemas to develop a movie feed API for their cinemas located at company-owned assets
 - Established a web presence for the company's flexible workspace solutions
 - Re-developed various historical systems, including websites, email communications and internal tools
 - Developed various APIs to support the marketing team for use across websites and emails
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Ink Marketing

Business Owner – Web Developer

Ink Marketing was a personal business which focuses on web design with supporting services in graphic design and marketing.

February
2015

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September
2015

Services

- Content management
- Web development, including back-end and front-end UI/UX development
- Graphic design
- Social media

Projects

- Developed a custom-built Content Management System
 - Developed a blog system to integrate with client websites
 - Developed various data management systems
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The Institute of Training & Further Education (iTFE)

Front End Web Developer

My role at iTFE was to manage and design their web content. I worked closely with another developer and various stakeholders to manage a long list of web assets for their brands.

September
2013

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September
2015

Initially I begun my work with iTFE as an internal resource, before later moving into a contract role and starting my business – Ink Marketing.

Responsibilities

- Front end development
- Search Engine Optimisation (SEO)
- User experience
- Analytics reporting

Projects

- Developed a web based recruitment app
- Prepared SEO-friendly content for a large number of subsidiary websites
- Various online management systems and database development

Instant Tax Service

Marketing

Instant Tax Service is a small business with offices in Bankstown & Hornsby. The business employed me to develop collateral and improve their social media presence during the tax season.

June
2012

–
September
2014

Responsibilities

- Social media
 - Media production across both print and digital
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Qualifications

- Diploma of Marketing
- Diploma of Information & Technology (Web Design)
Currently Completing through Correspondence
- Provide First Aid (Level 2 First Aid)

Additional Information

- I'm an Australian Citizen, eligible to work in Australia
- I hold a drivers license and have my own car
- I am a non-smoker
- I am available for full-time work

References

Sharmila Tsourdalakis

Chief Information Officer – The GPT Group

Former Manager

Ph: 0421 108 017

Sumit Chadha

Digital Project Manager – The GPT Group

Former Internal Client

Ph: 0403 322 963

Rick Wesley

Digital Innovations Manager – The GPT Group

Former Internal Client

Ph: 0429 662 308

Kourosch Afsari

Digital Consultant – iTFE

Former Colleague

Ph: 0411 301 341

Marcelo Alvarez

Senior Digital Manager – The GPT Group

Former Manager

Ph: 0422 635 205

Alanna Jang

Studio Manager – The GPT Group

Former Colleague

Ph: 0422 318 933