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## Profile

I am a motivated and experienced technologist. I possess strong technical and management experience, recruiting and developing diverse technical teams both on and off-shore. I have a rounded understanding of the online project lifecycle, directing and contributing to every stage of the process from pitch, concept, and implementation through to post launch activity. My management and strategic experience is also complimented with excellent user experience and information architecture methodologies, exposure to a variety of server side technologies, QA practices and awareness of brand communication.

## Key skills

- Adept in the use of (X)HTML, CSS and Javascript (OO/AJAX/JQuery) in standards based web applications
- XML/XSLT
- Accessibility, DDA compliancy
- Process flow, site map creation, user journeys
- Information Architecture
- CMS evaluation and implementation
- ASP.NET (VB), Telerik, SQL Server, Windows 2003 Server/IIS 6
- APIs, web services, developer network design - toolkits and libraries
- PHP5, MySQL
- Agile working environments, test driven development
- Version control, Subversion;VSS;GIT
- FBML/Facebook application development
- Interwoven Teamsite development
- MOSS 2007/Sharepoint designer
- Photoshop, Illustrator, Quark Express, Dreamweaver

## Work Experience

### Associated Newspapers

June 2010-Present

#### **Technical Lead**

Frontend development and user experience for [maillife.co.uk](http://maillife.co.uk) and [teletextmobile.com](http://teletextmobile.com).

### Addison Corporate Marketing (WPP), London

May 2009-June ([www.addison.co.uk](http://www.addison.co.uk))

#### **Interaction Director (Permanent)**

Addison is part of the WPP group, delivering print and online corporate reports to FTSE 250 clients. I was responsible for overseeing and developing Addison's digital offer. Managing a team of permanent and freelance developers, QA analysts and information architects, I facilitated the delivery of a high volume of sites in 3-6 month cycles. I introduced a variety of infrastructure improvements, including version control, DR processes and standardised coding practices in a .NET environment. As well as managing work streams, recruiting development staff and overseeing budgets I also played a key role in the winning of new business, working with senior staff to build Addison's digital strategy, developing pitches and presenting to some of Europe's largest organisations.

**Clients included:** Vodafone, Unilever, TNT, AstraZeneca, Anglo American, De Beers, Heineken, Swiss Re, RSA.

## **OgilvyAction**

December 2008-April 2009 ([www.ogilvyaction.com](http://www.ogilvyaction.com))

**Interaction Director** (contract)

**Clients included:** MI5/Security services / HRH Prince of Wales / Vodafone / Nationwide

## **Publicis Groupe / Digitas**

April 2007-October 2008 ([www.digitas.com](http://www.digitas.com))

**Director Technology Enablement** (contract)

**Clients included:** Vauxhall UK, Opel, General Motors, Proctor and Gamble

## **Saatchi & Saatchi**

August 2008-January 2009 (<http://www.saatchi.com/>)

**Server side developer** (PHP/ASP), Bayer Healthcare / Nakheel / Shell

## **Radley Yeldar**

2007- 2009 ([www.ry.com](http://www.ry.com))

**Lead front-end developer**, Lloyds Banking Group / National Express

## **ByInstinct**

October 2005-July 2007 ([www.byinstinct.com](http://www.byinstinct.com))

**Senior developer**, front-end and server side (.NET)

## **JB Media Ltd**

January 2003-April 2005,

**Technical Director**

## **Education**

**2000-2003, Sheffield Hallam University**

2:1 Bsc Multimedia and Internet Technology

**1998-1999, The Sheffield College**

NVQ Digital Media

## **Recent URL's**

<http://www.teletextmobile.com>

<http://group.tnt.com/annualreports/annualreport09/index.html>

<http://ar09.angloamerican.solutions.investis.com/>

<http://www.astrazeneca-annualreports.com/2009/>

<https://www.mi5.gov.uk/>

<http://www.debeersgroup.com/ofr2009/>

<http://www.vxr.co.uk>

<http://www.gm.com/europe>

<http://www.vauxhall.co.uk>

<http://www.vauxhall.co.uk/vx/microsite/insignia08/index.html>

<http://www.lloydstsb-annualreport.com/>

<http://www.nakheel.com>

<http://www.ericsson.com/>

<http://www.xarelto.com>

## **Recommendations:**

"Working alongside Tom was a real pleasure. He is a hugely talented all round developer, skilled in many front and back end languages, a great character to have around. He is dedicated to the cause, calm under pressure and a huge asset to any company. Tom was a good manager, very knowledgeable, a great mentor to the permanent and freelance team."

**Kevin Martin, Production Manager, Addison,**

"Tom is a great manager/director to work with, understanding work loads and getting the priorities and time scales for a project spot on to deliver on time. He knows more front and back end languages and systems than I knew existed, and he uses them expertly throughout all projects, somehow managing to divide his time between management, meetings, coding and putting together a whole CMS system! Highly recommended."

**Ian Farrell, *Front end web designer and developer, Addison,***

"Working with Tom was an enjoyable experience. He was instrumental in the successful completion of various joint projects. Tom is calm under fire and totally reliable when the pressure is on. He is dedicated and always willing to offer support when asked. He is an asset to any project and I look forward to working with him again."

**Jason Hadden, *Account Director, Addison Corporate Marketing,***

"Tom is a very committed, focused individual with great frontend skills. We worked together on some very long projects using his excellent Interwoven Teamsite skills and he still kept his sense of humour. I wouldn't hesitate in recommending Tom for any project."

**Tom Bentley, *Associate Technical Director, Digitas***