



DAN STAPLETON

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I have worked in Web Development and Online Marketing for over 18 years after starting out writing technical software documentation and programming macros in Excel. Now a highly experienced member of the web design and development industry, having developed and managed everything from small business micro-sites to large corporate online presences. During this time I have gained skills and understanding across all fields of online design, development and marketing with a development focus on web front end.

Owner / Director / Web Developer, Holdstar Ltd August 2011 – October 2015

Front End and Backend Development for Contract and Personal Clients

RECENT DEVELOPMENT CONTRACTS

First10 – March 2015 - August 2015

WordPress development and support

PHP / CSS / JavaScript / WordPress / HTML /
SASS / GIT / MySQL

Appware – May 2014 - Oct 2014

Mobile development using Cordova framework
HTML5 / CSS / JavaScript / PHP

PhoneGap – Cordova – IOS – Android – WP8

Alphadex – Dec 2013 - Apr 2014

Project management / General management

Vow Retail (Post Office) – Mar 2013 - Nov 2013

eCommerce / HTML / CSS / XML / JavaScript / Java

Welcom Software/eibDigital – Dec 2012 - Feb 2013

e-Commerce front-end development

HTML / CSS / JavaScript / ASP.NET / web forms /
C# / EpiServer

Perception Bi plc / Royal Mail

Portal development

HTML / CSS / PHP / MySQL

TECHNICAL AND SOFTWARE

KEY SKILLS - HTML, CSS, JavaScript, JQuery,
PHP, WordPress, MySQL, MSSQL, Web
Standards (W3C), Accessibility, Usability,
Phonegap

PLUS - ASP, .NET, C#, UML, PostGreSQL,
Java, JSP, JBoss, IIS, VSS, SVN, MS Excel +VBA
Visual Basic, EpiServer 6

SOFTWARE Creative Suite, TextPad, OSX,
Eclipse, Visual Studio, xCode,
Sublime, Prepros, MAMP

DAN STAPLETON - PREVIOUS EXPERIENCE

Web Developer, Westbrook Creative

February 2011 – August 2011

Contract, writing HTML, CSS and PHP for eCommerce and small business websites

Head of Development, Moby Win Ltd and SMS Logic Ltd.

May 2009 – July 2013

- Hands-on development manager covering all aspects of technical development
- Delivery of a core SMS platform for web-based SMS services and games
- Key technical skills in ASP.NET, SQL Server, IIS, C#, HTML, CSS, HTTP, SOAP and SMPP interconnects

Head of Search, Search Logic plc

Jan 2008 - April 2009

- Running an online search marketing agency
- Responsibility for all account management, heading a team of five account managers
- Delivery of all SEO, PPC and online marketing campaign management for clients
- Multiple sectors, primarily IT and retail
- Web and software development with a team of four .NET developers

e-Channel Manager / Web Development Manager

THUS plc (Legend Communications/Business Serve)

Aug 2003 - Dec 2007

Responsible for all the websites for major UK Telco & ISP: internal and external web interfaces, design and development. All online marketing, SEO, email and online sales.

- Delivery of new corporate website, online ordering functionality and content management system
- Process and project planning for change request
- Content delivery, working with marketing and sales departments, technical documentation,
- Online control panel design and interface build

Web Designer, Program Management Group

June 2004 - September 2004

Interim role working in the marketing department as a web designer and SEO

Web Development Contractor

April 2003 - August 2003

Freelance classic ASP, HTML and CSS development

Webmaster, Visionsoft Limited, Bradford

April 2000 - April 2003

Webmaster, web design, development, marketing and e-commerce

Other Experience

pre 2000

Various e-commerce, teaching assistant, financial programming and testing

Education

Perse School, Cambridge and Lancaster Royal Grammar School 9 GCSEs + 4 A Levels

QMW College, University of London June 1995, Full Credits First Year BA Business Economics

Leeds University, Leeds June 1997, First Year BSc Computer Science

Personal: Born 25 June 1975, Full, Clean UK Driving License

Other Interests: Cycling, classic car restoration, running, brewing beer, food and family