

Martin Greenwood

Areas of Expertise

WordPress Development
PHP Development
HTML, CSS, jQuery, JavaScript, SASS,
Less, Git, APIs.

Contact Details

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Personal Summary

A highly resourceful and competent web developer with extensive experience in both frontend and backend development with an extensive experience in using & developing on & for WordPress. I have experience with variety of development languages and find myself proficient in using PHP, HTML, CSS(3) with Sass, jQuery, JavaScript and other libraries. I have knowledge of using large scale APIs to pull data from third parties and integrating them into a CMS.

Work Experience

WEAREBEARD

Lead Web Developer (February 2017 - Present)

Work with creative designers & illustrators to capture and implement the creative ideas on each project. Responsible for liaising with clients and ensuring that all work carried out complies with web standards and guidelines. Lead to junior developers and responsible to making sure coding practices are met, carrying out code reviews and making sure projects are delivered on time and to a satisfactory standard.

Independent / Freelance

Freelance Design & Web Developer (January 2015 – February 2017)

Part of a Kendal-based partnership, providing freelance web development & design. Reliable and local, we aim to provide affordable solutions to your web needs. We offer custom built websites, web applications, content management systems and more. We also provide an overflow service to agencies and love collaborating with other freelancers to help provide a full stack service for web artisans.

Cactus Creative Ltd – Kendal

Freelance Web Developer (December 2015 to December 2016)

Senior PHP Web Developer (September 2013 to December 2015)

Working with creative designers to capture and implement the requirements of functional elements for each project. Responsible for liaising with clients and ensuring that all work carried out complies with web standards and guidelines.

Duties Include:

- Building PHP websites using PHP-based frameworks & CMS
- Planning and conducting cross-browser usability testing against W3C
- Testing and validating work produced
- Developing database driven websites & systems including eCommerce
- Back-end development and maintenance using PHP and MySQL
- Developing compatible User Interface functionality using jQuery & other

libraries

- Developing websites using MySQL, PHP, ASP & other programming tools
- Working with a multi-disciplinary team to convert business needs into technical specifications.

Metroplan Ltd – Kendal

Web Development Manager (June 2013 to Sept 2013)

Responsible for liaising with directors in regards to best practices on company web presence. Tasked with managing online exposure and all aspects of web development & maintenance for the company website, server and future web development projects.

Duties Include:

- Working on & maintaining Magento website
- Planning and conducting cross-browser usability testing against W3C
- Testing and validating work produced
- Back-end development and maintenance using PHP and MySQL
- Developing compatible User Interface functionality using jQuery & other libraries
- Ongoing server management on CentOS Dedicated server with Plesk

Piranha Internet Ltd – Preston

PHP Web Developer (December 2009 to June 2013)

Working with designers, account managers and SEO specialists to develop the functional elements of websites and web-based applications. Also responsible for liaising with clients and ensuring that all work carried out complies with web standards and guidelines.

Duties Include:

- Building PHP websites using PHP-based frameworks
- Planning and conducting cross-browser usability testing against W3C
- Testing and validating work produced
- Developing database driven websites & systems including eCommerce
- Back-end development and maintenance using PHP and MySQL
- Developing compatible User Interface functionality using jQuery & other libraries
- Developing websites using MySQL, PHP, ASP & other programming tools
- Working with a multi-disciplinary team to convert business needs into technical specifications.

SEO Manager

Working with developers, designers and account managers to capture requirements for the online marketing elements of website projects. Also responsible for liaising with clients and ensuring that all work carried out complies with search engine guidelines.

Duties Include:

- Developing client SEO strategies
- Planning and conducting multinational search engine campaigns
- Testing and validating all work produced
- Developing content strategies to enhance organic search
- Back-end development and maintenance to enhance onsite SEO
- Developing bespoke client/admin area to house all SEO reports and project information
- Develop ranking reports to outline and demonstrate search engine growth

Key Skills & Competencies

- Ability to multi-task, react quickly to shifting priorities and meet deadlines
- Proactive, confident and with a positive "can-do" attitude
- Able to clearly communicate technical data to non-technical colleagues and clients
- Continuously monitoring industry trends, technologies and standards
- Possessing all-round analysis and programming skills
- Methodical yet creative & having a proven ability for efficient problem solving
- Excellent attention to detail both front and back end
- Solid web development experience using OOP, PHP, AJAX, MySQL, JavaScript, XML, HTML and CSS

BT Directories – Lancaster

SEO team member (June 2008 to December 2009)

Working with designers and web developers to provide a set structure for SEO team members to undertake online marketing tasks. All work carried out complied with web standards and guidelines.

Duties Include:

- Developing client SEO strategies
- Testing and validating all work produced
- Developing content strategies to enhance organic search
- Back-end development and maintenance to enhance onsite SEO

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