

Martin Greenwood

Areas of Expertise

WordPress
HTML/CSS
SASS/SCSS
PHP/OOP
Javascript ES5/ES6
jQuery
JSON/XML
REST API
LAMP/LEMP
GITHUB
MYSQL

Contact Details

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Personal Summary

Hi, I'm Martin – a highly competent PHP developer with over 12 years of agency experience and 17 years of skills and knowledge to back me up!

I have worked with a variety of development languages and find myself proficient in using PHP, HTML, CSS3 with Sass/Less, jQuery and JavaScript (ES5/6).

Over the years I have utilised many content management systems, from popular open source packages such as Concrete5, Drupal & Joomla, bespoke hand built systems and premium system such as Expression Engine & Shopify, On top of this i have also dabbled with open source PHP frameworks such as Zend, Codeigniter and Laravel.

The last 6 year have been dedicated to living and breathing the ever popular and extensible WordPress CMS.

Work Experience

JOURNEY HOSPITALITY

Senior Web Developer (July 2020 - Present)

Working closely within a team of developers, creative & digital marketing teams on a variety of projects. Day to day duties include:

- Working on new site features,
- Refactoring legacy code
- Optimising sites performance
- Performing code reviews
- Provide mentoring to junior developers
- Documenting codebase for collaborative working

WEAREBEARD

Lead Web Developer (February 2017 - July 2020)

I joined WEAREBEARD shortly after moving to Worcester in 2016 as their senior developer. I overhauled their development procedures and introduced a standard of working. Taking lead on all development projects in house developing large and small scale websites for their clients. Over the last 12 months I moved into a lead position to mentor junior developers.

Independent / Freelance

Freelance Design & Web Developer (January 2015 - Present)

Since 2010 I have been pushing myself to constantly learn new skills and technologies to help better my offerings and a php / WordPress developer. Over these years I have taken online courses, attended talks, seminars and code-camps with a dedication to this passion.

Cactus Creative Ltd – Kendal

Freelance Web Developer (January 2015 to Present 2015)

Senior PHP Web Developer (September 2013 to December 2015)

I joined CACTUS to work with some of Cumbrias leading creative designers. As their senior developer I introduced a standard of best practice for the business' development procedures. As part of the role I was integral to:

- Building 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
- 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.

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.

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

Key Skills S & 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