



ANN MCCARTNEY

FRONT-END DEVELOPMENT/DESIGN, DIGITAL
MARKETING/SOCIAL STRATEGY & OPERATIONS
MANAGEMENT

INTRODUCTION

I have spent the last 8 years working with larger organisations and individuals as a Front End Developer, Digital Marketing and Operations Management Consultant. I'm a highly motivated online professional with over a decade of experience encompassing client side and freelance roles within multiple industries including entertainment, hospitality, leisure, education, healthcare, retail and third sector. I am a mid-level developer and designer with a passion for simple and elegant design, usability and information architecture with a track record of on-time and on-budget projects.

CONTACT

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OBJECTIVE

I am currently seeking new opportunities where I can bring immediate value and develop my skill-set further.

ABOUT ME

I love making ideas come to life. I'm a creative with a logical mind. I am an avid learner, following industry trends and I am obsessed with the constantly changing digital landscape. I love to make a business or website work faster, better and more efficiently. I work well on my own initiative and with the high levels of motivation and dedication that are required to meet multiple deadlines. Even in pressurised situations I have the strength and ability to perform effectively.

Thank you for taking the time to review my resume. You can view my portfolio <http://ann.ie> or on linkedin <http://bit.ly/anncv>

TECHNICAL SKILLS

- HTML5
- CSS3 & Sass
- Responsive Web Design
- Email Design
- Bootstrap 2/3
- Mobile & Responsive Builds
- JavaScript & jQuery
- WordPress & Woocommerce
- Information Design
- UI Development
- Photoshop

OTHER SKILLS

- Search engine optimization
- Adobe Premier Pro (Some Video Editing Experience)
- Adobe Illustrator (Some Graphic Design Experience)
- Adobe Dreamweaver
- MS Office
- Google Analytics
- Magento
- Proposals, pitch preparation & delivery

I am capable of implementing a website from start to finish, using my own initiative, experience and resources and always striving to deliver better results. I am quick to grasp new concepts and ideas and develop creative solutions to problems. I am a confident communicator who is skilled at dealing with people in an efficient & professional manner. I enjoy working with people to understand their needs/problems & helping them work towards a solution.

PREVIOUS EMPLOYMENT

Menai Variety Pty. Ltd., Feb 2013 - Feb 2014

Sales Marketing Manager

I managed and developed online sales operations and marketing strategy for a new e-commerce venture within a physical retail variety store. Brand development, web site traffic growth, brand strategy and statistics systems including business plan & sales strategy development. Creation of operations procedure. Staff training and management, quality assurance evaluation.

Sportsbook.com/SportingBet PLC (T/A Alford Ltd.), Sept 2005 - Jun 2008

Quality Control and Training Officer

QC and Training officer in a fast moving support centre for over 100 internet sites with between 30 and 70 staff at any one time. Assessment of potential employees, responsible for the initial training & retraining of current staff members. I reviewed the work of the staff on a daily basis giving regular feedback to staff and issuing reports to their relevant supervisors and management.

I developed and implemented a protocol for quantifying and reporting the performance of the Dublin office based upon customer feedback obtained via email and LivePerson Contact Centre interface.

Designed new courses and targeted training for existing staff as required & was responsible for ensuring staff were updated with the latest information for all our sites by liaising with our international offices and maintaining all canned responses in our live chat, email and internal systems.