

Robert Stokes

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SUMMARY

Highly adaptable and analytical IT professional, with an extensive knowledge and 20+ years' experience of full-stack web development. Self-motivated, with excellent time and project management skills and a keen attention to detail, I have worked in various disciplines for organisations of various sizes. I can communicate concepts effectively and work well independently or collaboratively within a team. I am currently looking for an exciting new challenge to allow me to transfer my broad experience to an organisation and further develop my skills.

WORK EXPERIENCE

August 2019 to Present

Self-Employed – Freelance Web Development & Consultancy

Duties include:

- Full-stack development and database administration utilising HTML, CSS, JavaScript, PHP and MySQL;
- Implementing the transition of a large website to a new content management system;
- Improving clients' ROI with search engine optimisation and pay-per-click advertising.

April 2015 to August 2019

Co-Founder – Different Snow, Cheltenham

Duties included:

- Creating bespoke skiing/snowboarding and cultural touring holidays to Japan;
- Marketing (PR, print, PPC and social media) and conversion rate analysis to boost sales and improve ROI;
- Controlling finances – eg. supplier payments, forex contracts – and business administration tasks;
- Installing and maintaining the IT, telecoms and website requirements of the organisation.

February 2009 to April 2015

Web & Digital Media Manager – Oxford Brookes University, Oxfordshire

To broaden my skills after largely technical roles, I joined the Marketing Department within the Faculty of Business at Oxford Brookes University.

Duties included:

- Front-end development of the various Business School websites and digital media channels;
- Coordinating marketing projects with academics and department heads;
- Copywriting for various media and search engine optimisation;
- Social media marketing and overseeing domestic and international pay-per-click (PPC) campaigns;
- Data analysis of marketing campaigns to define KPIs – eg. to increase student applications and improve ROI.

August 2003 to February 2009

IT Manager – Audley Travel, Oxfordshire

I joined Audley Travel at the beginning of a period of rapid expansion; the company grew from 30 staff to nearly 250 within five years.

Duties included:

- Responsibility for all IT and telecoms support, budgeting and procurement;
- Managing a small support team;

- Project management skills; examples include:
 - designing and implementing a comprehensive infrastructure disaster recovery plan;
 - introducing a company-wide intranet to simplify document sharing, room allocation, calendaring and support requests thereby increasing productivity and efficiency;
 - upgrading to a software-based VOIP telephone system to handle growth;
 - designing and overseeing the build of a dedicated server room in preparation for future expansion;
 - a company-wide office relocation for which I was responsible for the budgeting, procurement and installation of all IT and telecoms infrastructure as well as ensuring the successful relocation of over 150 people during one weekend to minimise disruption to business activities.

July 2000 to August 2003

Web Developer – Interresource, London

Whilst studying at University, I secured my own industrial placement as a web developer for my third year and worked on projects for several clients including the London Stock Exchange, the BBC, Honda and The Telegraph. During my final year, I continued to work for the company part-time and upon graduating, I returned to London to accept a full-time position.

Duties included:

- Developing a help-desk system to monitor job requests, allocate resources and provide updates to clients;
- Responsibility for the maintenance of the London Stock Exchange website;
- Full-stack development of the LSE website and facilitating the transition to a new content management system;
- Liaising directly with clients, attending meetings and training a new staff member.

June 1998 to September 1999

Web Developer & Content Editor – Lancashire County Council, Preston

Duties included:

- Front-end development and content editing for a new county-wide, web-based kiosk system;
- Meeting with key stakeholders, council members and the general public to define requirements;
- Continued to assist with the project on a part-time basis during my first year at University.

EDUCATION

BSc (Hons) Computer Science, 2:1

University of Sunderland

Software Engineering, Database Design & Development, Network Architecture, Systems Analysis & Design
Software Development, Artificial Intelligence, Human-Computer Interaction (UI/UX Design)

A Levels

Arnold School, Blackpool

Mathematics, Physics, Economics, General Studies

GCSEs

Arnold School, Blackpool

Mathematics, English Language, English Literature, Physics, Chemistry, Electronics, History, Geography, German

SKILLS

HTML, CSS, JavaScript, PHP, SQL, MySQL, PostgreSQL, InfluxDB, Python, Django, Grafana, AWS, SEO, Google Ads, ExpressionEngine CMS, Data Analysis & Visualisation

References available upon request