

Gary Cheers

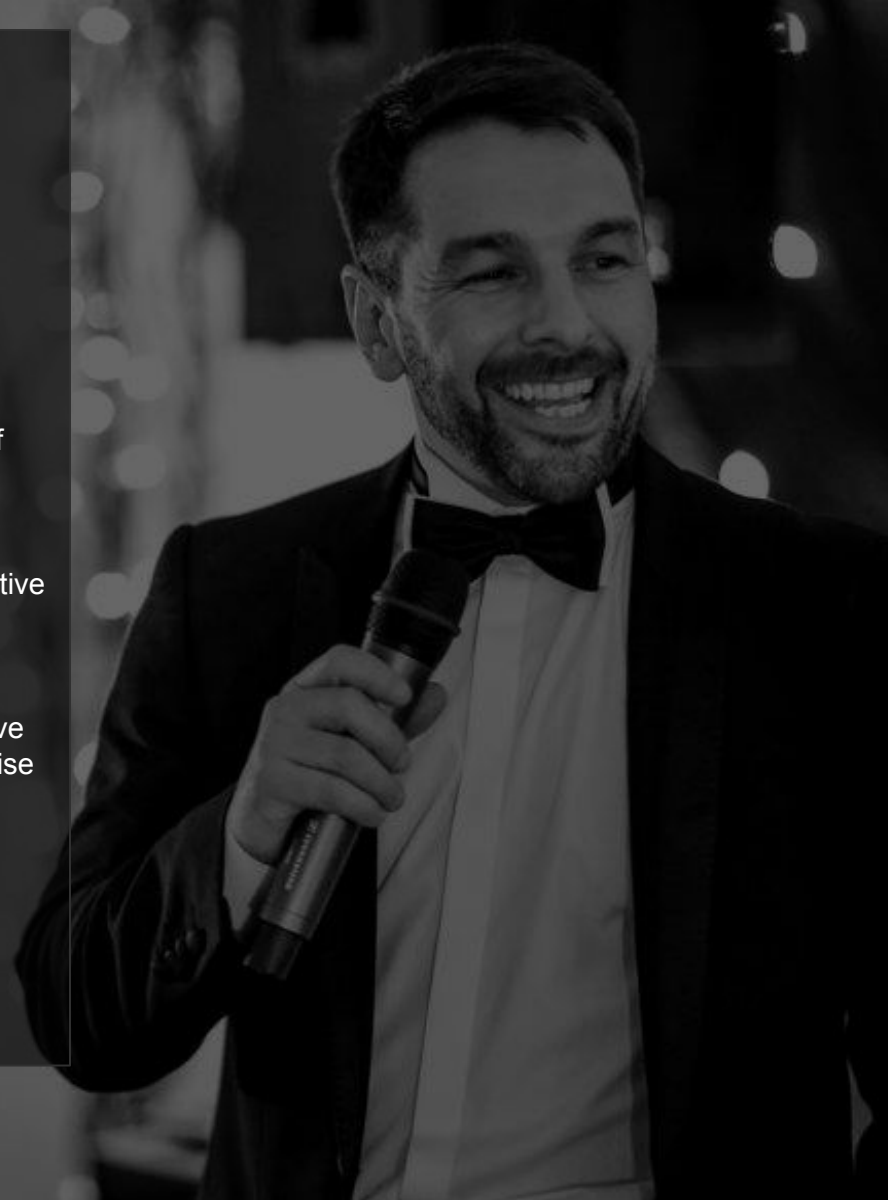
Hi, I'm an enthusiastic, highly sociable team player with an extensive background in delivering robust & successful digital solutions, something which has now become a lifelong passion.

I have an extensive, deep rooted strategic and technical understanding of how digital solutions are delivered using current best practices.

My extensive knowledge and experience encompasses the full delivery lifecycle. From initial strategy and scoping onto the creation of highly intuitive and engaging UI/UX built upon fit for purpose technical architecture and security.

I have been living and breathing digital for over half of my lifetime and have successfully planned, managed and delivered over 50 medium to enterprise level projects delivering significant, measurable success to each one.

Business Development & Strategy	20yrs
Digital Solutions & Technical Delivery	25yrs
Digital Project Management	25yrs
Digital Marketing (SEO/PPC/Social)	20yrs



My C.V.

With my background and the types of roles I am seeking, I felt it would be a little unsophisticated if I were to present to you a slightly outdated 'old school' style C.V. (Typically A4, Portrait, Black on White.)

If I had done so, I may have given the impression of an aging 43yr old who has lost touch with current trends and technologies rather than the truth which is actually of someone who has relished being at the bleeding edge of technology for the past two decades and who remains as passionate and vibrant about current and future digital innovation as I was when I first set out on my journey.

I am a true innovator who embraces the wonders of all technology to demonstrate how it can be creatively utilised as a vehicle to inform, enrich, engage, promote and sell.

It would be a little uninspired were I not to employ those very same principles to sell myself.

A more refined, mobile-friendly digital version of this C.V. is available online.

www.netsultant.co.uk

Suitable Roles

I am seeking challenging opportunities that will ideally exploit my full skillset. Most suitable roles include:-

- Digital Business Analyst
- Ecommerce Business Analyst
- Ecommerce Delivery Manager
- Digital Delivery Manager
- Digital Project Manager
- Digital Product Owner

Whilst I have a wealth of understanding and experience in relation to digital marketing principles and techniques, I would like it to be noted that I do not want to pursue roles in the following areas at this time.

- Digital Marketing Executive
- SEO / PPC Marketing

My Plan

I've now lived in Northamptonshire since my son was born here almost 18 years ago.

Whilst I have enjoyed living in Northamptonshire and been fortunate enough to have met and befriended some wonderful people both in my work and socially, it has very rarely felt like home.

My heart is demanding that I return to my Welsh, Northern roots now that my son will soon be heading to University.

I would also like to be closer to my aging parents who I have not been able to see that regularly in recent years.

I am seeking opportunities commutable by car or train from Chester, Wrexham, Oswestry & Shrewsbury with an ideal commute time of less than 30mins but no more than 40mins.

Formalities

General Information

- 43
- British National (Welsh)
- UK Drivers License

Contact Me

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- 07799 645169

Education

Bangor University

BSc

Mathematics

Ysgol Maes Garmon

A-Level

Mathematics & Extended Mathematics

AO-Level

Mathematics

GCSE

English, Mathematics, Welsh, P.E, Physics, Chemistry, English Literature, CDT and Business Studies

Career Highlights

May 2012 - Present

Technical Director & Project Manager

Brave Agency

www.brave.agency

Brave are an extremely busy and highly talented design agency. Overseeing the development & delivery of a diverse range of very challenging digital projects. I have extensively streamlined operations in my time there by implementing a number of new systems and processes to make the entire operation more agile, efficient, robust and secure. I have also outsourced some specialist work.

I am also required to regularly dialogue with clients, to understand and interpret their requirements and also properly manage their expectations. I also have to interpret conceptual ideas, later converting these in to proposals, technical documents, quotations and schedules.

May 2003 - Jun 2011

Technical Director

Unlocking Online Ltd

www.unlockingonline.com

Project Manager of 6 offshore developers for one of the largest and most reputable providers of unlock codes for mobile phones globally. Set up the company in 2003 and took it from strength to strength as Technical Project Manager.

Grew the business from a single website developed single-handedly over a period of 6 months which turned a profit in its first month to a full enterprise system supporting several websites and servicing thousands of customers each month and with a peak turnover of £500k pa.

The business has recently been revived and reincarnated after a turbulent time since my departure.

Career Highlights

Aug 2002 – Nov 2003

Digital Consultant / Technical Project Manager

Netsultant

www.netsultant.co.uk

Self-employed Digital & Technical Consultant for a number of private companies.

I strategically and technically planned and then project managed the development of some large & complex bespoke websites during this time.

I quoted and managed budgets with various third party suppliers and ensured that all collaboration and communication ran smoothly throughout.

June 2000 - Nov 2001

Technical Director

GG.COM

www.gg.com

Primarily responsible for the continuation and delivery of GG.COM. Strategy, planning & management of the project up until launch on June 9th 2001. Throughout this time I regularly liaised with strategic partners on the delivery of groundbreaking technical solutions.

Also regularly involved at boardroom level with business strategy of three separate companies. The GG.COM website was highly commended and received positive industry wide reviews once live resulting in us being approached by some very large betting companies wanting to strike commercial partnerships almost immediately after launching.

Want More Career?

Rationalised career highlights are within this version of my C.V.
More detailed, historical career information can be found online

www.netsultant.co.uk

Relevant Skills

Digital Solutions / ecommerce

- Digital Project Management
- Project Scoping & Strategy
- Creative Design / UI / UX / Wireframing
- Systems & Server Architecture
- Conversion Optimisation (ecommerce)
- Web Application Development
- Web Application Security / PCI DSS
- WordPress Development (extensive)
- Magento Development (extensive)
- Bespoke Development (API's Payments etc)
- ERP / Business Management Integrations
 - Brightpearl
 - Khaoscontrol
 - Greentree

Other I.T. Skills

System Architecture / I.T.

- Enterprise Network Management
 - Servers / Desktop / Laptops
 - Routers / VOIP Systems / Firewalls
 - Virtualisation - Xen
- Web Hosting
 - Virtual
 - Dedicated
 - Cloud
- Domain Name Management
- Email Management
- Web Application Firewalls

Other Skills

- Creative, Innovative Thinker
- Well Organised
- Excellent Problem Solving
- Attention to Detail
- Agile & SCRUM (Limited)
- Strong advocate of:-
 - Planning
 - Research
 - Due Diligence
 - Evidence based decision making
 - Simplification
 - Automation
 - Analysis & Reporting
 - Measuring Results
- QA / Testing Planning
- UX Testing
- Inbound Marketing
- Brand Creation & Strategy

Interpersonal Skills

- Excellent Communicator
- Team Player
- Highly Sociable
- High standard of written & spoken English
- Ability to simplify complex technical scenarios and problems so that non-technical people can understand.
- Positive Thinker & Problem Solver
- Good Delegator
- Technical Recruitment
- Team Management
- Team Building
- Team Empowerment
- Team Appraisals
- Conflict Resolution (Client & Team)

Portfolio Highlights

turfonline.co.uk

Digital Project Manager overseeing and managing a steady stream of new developments at any one time for the UK's biggest supplier of Turf online.

I am currently working closely with Harrowden Turf to optimise the user experience on both desktop & mobile to improve conversion and utilising user data analysis to support our decision making.

- Strategy & Planning
- Creative / UI / UX Design
- Digital Development (Magento +WordPress)
- Analytics & Technical SEO
- Server Optimisation & Management
- 3rd Party Integrations (API)
- Conversion Optimisation
- Performance Analysis

sophieallport.com

Incredibly pivotal in the recent acquisition of this client. A well known household brand currently experiencing incredible digital growth but having outgrown their current agency and now feeling poorly serviced.

More recently, I have been working on a number of new developments relating to conversion optimisation. I am confident that these optimisations will collectively uplift conversion by a significant margin.

- Full Technical Audit
- Strategy & Planning
- Creative / UI / UX Design
- Digital Development (Magento)
- Analytics & Technical SEO
- Server Optimisation & Management
- 3rd Party Integrations (API)
- Conversion Optimisation
- Performance Analysis

Portfolio Highlights

ecigarettdirect.co.uk

Digital Project Manager overseeing and managing a steady stream of new developments at any one time.

Recent developments included a highly complex and challenging integration with Experian to comply with new legislation relating to Age Verification.

More recently, I have been working on a number of new developments to optimise conversion. I expect these to uplift conversion by a significant margin.

- Strategy & Planning
- Creative / UI / UX Design
- Digital Development (Magento +WordPress)
- Analytics & Technical SEO
- Server Optimisation & Management
- 3rd Party Integrations (API)
- Conversion Optimisation
- Performance Analysis

universalbiologicals.com

Digital Project Manager responsible for the strategy, planning and delivery of a large scientific ecommerce website with a catalogue consisting of 30,000 products.

The size of the catalogue on this project has presented particular challenges. However, by developing a highly bespoke product import application I have significantly streamlined a process which is now significantly improved thus saving a lot of time for the website administrators.

- Strategy & Planning
- Creative / UI / UX Design
- Digital Development (Magento)
- Analytics & Technical SEO
- Server Optimisation & Management
- Bespoke Application Development
- Conversion Optimisation
- Performance Analysis

Portfolio Highlights

lkperformance.co.uk

Digital Project Manager overseeing the inheritance, strategy, planning and delivery of a much improved and upgraded website primarily focussed on the sale of alloy wheels.

Since taking on the project, we have significantly re-engineered the database architecture to fully support the demands of an incredibly complex product type, and significantly updated the front-end UX to improve conversion.

- Strategy & Planning
- Creative / UI / UX Design
- Digital Development (WordPress + Magento)
- Analytics & Technical SEO
- Server Optimisation & Management
- Bespoke 3rd Party Integration (API with MAM)
- Performance Analysis

dentquote.co.uk

Project Manager overseeing the conceptual planning and ultimate delivery of a relatively simple idea which was technically challenging supported by a carefully thought considered, highly intuitive mobile friendly online UX.

This project was a new idea for an existing client that we had been successfully working with for several years and involved an attempt to take PDR (Paintless Dent Removal) to the masses.

- Strategy & Planning
- Creative / UI / UX Design
- Digital Development (WordPress + Bespoke PHP)
- Analytics & Technical SEO
- Server Management
- Bespoke 3rd Party Integrations (2 x APIs)
- Performance Analysis

Portfolio Highlights

hako.co.uk

Digital Project Manager overseeing the planning, delivery and overwhelming success of new corporate website showcasing premium cleaning equipment.

Digital presence taken from inception to completion and executed with significant success.

More recently, we have been working on a after sales parts store running Magento which integrates with SAP to ensure stock levels are accurately presented on the website.

- Strategy & Planning
- Creative / UI / UX Design
- Digital Development (WordPress + Magento)
- Analytics & Technical SEO
- Server Optimisation & Management
- Bespoke 3rd Party Integration (API with SAP)
- Performance Analysis

stanwicklakes.org.uk

Project Manager overseeing the conceptual planning and ultimate delivery of a powerful WordPress website for a local charity.

We upgraded a very popular but faltering website to offer the ability to book events online whilst providing a new, much improved and optimised mobile experience to a very demanding audience.

The website has been incredibly well received.

- Strategy & Planning
- Creative / UI / UX Design
- Digital Development (WordPress + Bespoke PHP)
- Analytics & Technical SEO
- Server Management
- Bespoke 3rd Party Integrations (2 x APIs)
- Performance Analysis

Want More Projects?

I have planned & managed the delivery of virtually all projects as seen at the link below + more.

www.brave.agency

Strengths

I am incredibly analytical and wherever possible I will look to back up my intuition with real data and detailed analysis. By fusing knowledge and experience with indisputable evidence in the form of statistical analysis, I have been able to make very sound judgements over time. In many cases, the impact has been significant. I always seek to measure impact and results similarly.

I have an incredible eye for detail. Whether something is a pixel out on a wireframe or a number which simply doesn't add up on a spreadsheet, I will very often spot such anomalies when others may overlook them.

I believe I am an excellent communicator, articulate, highly personable and young at heart with a great sense of humour.

I have always been a great listener and will always look at things from the perspective of others. I am very confident in my ability to build new, strong & healthy relationships when placed in any scenario.

Weaknesses

I'd like to think my skills are strong in many ways but none of us are perfect, right?

I am very aware of how formal qualifications such as Prince2 are in demand. As is exposure to Software Development & Project Management methodologies such as Agile & Scrum. Whilst I believe I have probably been utilising many of the concepts encompassed in all of these approaches, I have yet to confirm or deny this with any formal training. Something which I am researching and considering in my spare time at the moment and have yet to rule out.

Regardless of whether my approaches have always been perfectly 'by the book', I know my methods have been flexible and agile in nature, I am my own biggest critic and I would like my track record to speak for itself. My approach has proven to be very effective and successful in what is an incredibly fast paced, challenging and demanding environment.

Thank You

for taking the time to read my C.V.

Please find a digitally refined version at

www.netsultant.co.uk

Really looking forward to my next big challenge

Gary Cheers