



# SAM HENDERSON

WEB DEVELOPER – PHP, FRONTEND & WORDPRESS

07847 271 567

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3 years industry experience creating brilliant websites

## Working Skills

I like to use a wide range of software, tools, and programming languages to build designs and web applications to ensure a versatile approach to any brief. I'm constantly sharpening my skills in the software I use and learning new software along the way.

WordPress plugins, page builders & themes

HTML & CSS

Search engine optimisation

PHP, JavaScript, jQuery & JSON

Google APIs & integrations

Social media marketing

Logo design & branding

Adobe Creative Cloud

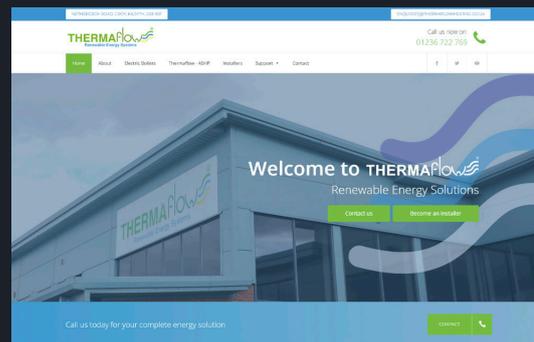


## About me

I'm an experienced web developer with over 3 years working in the industry. I specialise in WordPress websites and front-end development but with my background in ethical hacking and web security, I've built various full-stack solutions for more complex web applications.

I consider myself a team player and love collaborating with other designers to create new and exciting things. I use a wide variety of tools in my work and am always learning new skills and ways to develop. Over the last 3 years, I have played significant roles in the design, development, and maintenance of over 50 websites, including personal clients, Rose & Co dental websites, and BlueCoo ecommerce websites.

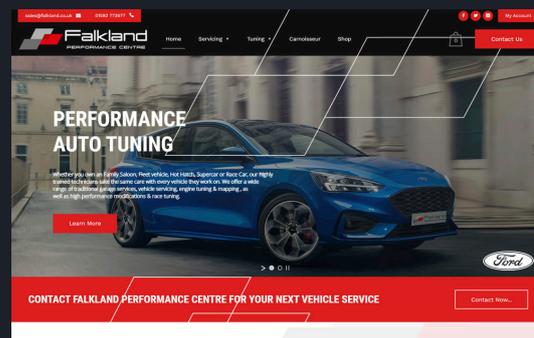
## Recent Portfolio



### Thermaflow Heating Ltd.

www.thermaflowheating.co.uk

- Responsive design
- E-commerce catalogue showcasing products and specifications
- Built on WordPress
- Accordion-style FAQs to aid SEO
- Lead design and development role for Interphase Design



### Falkland Performance Centre

www.falklandperformance.co.uk

- Responsive design
- E-commerce shop for ordering vehicle upgrades and performance packs
- Built on WordPress
- Custom animations and CSS styling
- Lead design and development role for Interphase Design

## Education

### BSc Ethical Hacking

AUGUST 2017 – MAY 2020

Abertay University (Dundee)

### HNC Computing

AUGUST 2016 – MAY 2017

University of the Highlands and Islands (Kirkwall)

### SQA Higher Qualifications

AUGUST 2015 – MAY 2016

Kirkwall Grammar School

Graphic Communication

Design & Manufacture

Physics

English

### SQA National Qualifications

AUGUST 2014 – MAY 2015

Kirkwall Grammar School

(Kirkwall)

Geography

Mathematics

### Professional Development

REPS Level 3 Personal Trainer

REPS Level 2 Gym Instructor

RYA Dinghy Instructor

RYA Powerboat Instructor

Emergency First Aid at Work

## Awards



Lord Lieutenant's Cadet 2016



RYA Dingy Instructor

RYA Powerboat Instructor

Kirkwall Dinghy Regatta Winner



Duke of Edinburgh's Silver Award



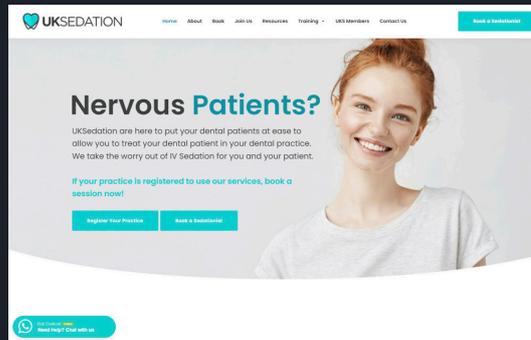
National Powerlifting Gold Medallist 2019



## Lochside House

[www.trossachselfcatering.co.uk](http://www.trossachselfcatering.co.uk)

- Responsive design
- Focused SEO for Airbnb, self-catering and local keywords
- Built on WordPress
- Custom branding and logo
- Independent design, development and branding for personal client



## UK Sedation

[www.uksedation.co.uk](http://www.uksedation.co.uk)

- Responsive design
- Custom membership platform with user logins, forums and personal profiles
- Built on WordPress
- Integrations with Google Cloud Platform APIs and Google ReCAPTCHA
- Lead development role for Rose&Co

## Work Areas

*I'm passionate about creating great designs and developing them for a clean, lightweight user experience.*

### 01. DESIGN.

Using a variety of tools such as Photoshop, front-end page builders and physical drafting, I produce high-quality design concepts that are based on thorough market research and tailored to the brief and requirements of the client.

### 02. DEVELOPMENT.

I build the majority of my websites using WordPress in conjunction with modern page builders including Elementor and WP Bakery, usually on a multipurpose theme such as Avada, Astra or Bridge. My websites are enhanced with integrations such as Google Cloud Platform APIs and Google ReCAPTCHA.

For special requirements I build custom web applications from the ground up using PHP, SQL databases and JavaScript.

### 03. HOSTING & SEO.

I host my websites on Google Cloud servers with integrations to Cloudflare to give users the fastest experience possible and to ensure seamless reliability.

For search engine optimisation I provide a service including focused on-page keywords, targeted meta data and Schema.org structured data, including FAQ, organisation, review snippet and other search engine enhancements.

# History of Experience

*I have been working in the creative industry for over 3 years in various roles:*

## WEB DESIGN ASSISTANT

**AUGUST 2020 – NOVEMBER 2021**

Interphase Design | BlueCoo Creative | Rose&Co Creative

*Employed full-time by Interphase Design, I was also subcontracted to work on creative development projects for BlueCoo Creative, and Rose&Co Creative dental websites:*

- Ensuring a great user experience on websites by developing responsive breakpoints for every screensize using CSS.
- Tailoring unique concept designs according to client briefs and direction from senior designers.
- Leading the development of complex applications such as login systems and ecommerce platforms, working with WordPress plugins and custom development including PHP, HTML, CSS & Javascript
- Improving client Google rankings with search engine optimisation techniques, including on-page keywords, meta titles & descriptions, schema structured data and Open Graph entries.
- Building and populating new websites around the theme of concept designs produced by senior designers.
- Creating beautiful graphics, photos and videos using Adobe Creative Cloud apps to populate and compliment the themes of websites.
- Producing printwork graphics and designs for client advertising material, tailored to their brief.
- Keeping websites secure and up to date and advising the team on web security best practices.
- Keeping customers happy by actioning website updates, support tickets and publishing blogs, complete with SEO enhancements.

## PERSONAL TRAINER

**DECEMBER 2018 – JANUARY 2020**

DW Fitness First

*Self-employed as a personal trainer, I marketed my business to members of the gym and the online community via instagram and a website to showcase my services and testimonials. My role as a personal trainer included:*

- Guiding and supporting a large client-base through their individual fitness journeys, through careful tracking and planning of training, nutrition and lifestyle.
- Providing 1:1 training sessions to ensure safe and effective use of equipment.
- Providing group exercise classes for a range of clients, motivating and instructing members to help them achieve their goals.
- Ensuring adherence to company safety regulations for equipment through regular safety checks and making the gym a safe and enjoyable environment for members.
- Welcoming members at reception to allow them access to the gym and product specialists to ensure the timely production of new websites and advertising material.
- Providing user analysis and progress updates to company directors using Google Analytics.

## DIGITAL DESIGNER

**AUGUST 2018 – AUGUST 2020**

IMPC Ltd. | The Dundee Gin Company | The Vine Dundee

*Employed full-time by IMPC Ltd, I was subcontracted to other businesses in the same building and was highly successful in my role. My accomplishments and responsibilities in the role included:*

- Increasing unique user traffic on The Dundee Gin Company website by 250% by designing and developing a modern, responsive new website and implementing Google Advertising.
- Increasing unique user traffic and customer bookings on The Vine Dundee website by 400% and 300% respectively by designing and developing a new website and implementing Google Advertising.
- Improving customer experience on the IMPC, Dundee Gin Company, and Vine Dundee websites by methodically bug-testing websites and performing troubleshooting prior to deployment as well as continued maintenance, security updates and UI improvements after publishing.
- Ensuring a reliable and smooth customer experience on the IMPC, Dundee Gin Company, and Vine Dundee websites by designing efficient and robust SQL databases and PHP applications for website back-ends.
- Innovating new web and graphic designs for IMPC, The Dundee Gin Company and The Vine Dundee and managing a team of writers