



SAM HENDERSON

WEB DEVELOPER – PHP, FRONTEND & WORDPRESS

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www.samhenderson.info

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



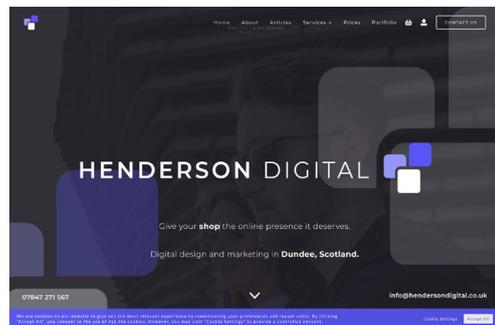
4 years industry experience in responsive WordPress websites

About me

I'm an experienced web developer with over 4 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 4 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.

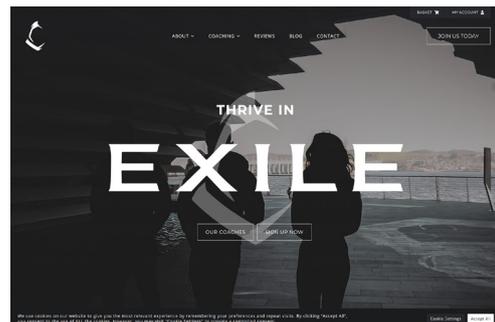
Recent Portfolio



Henderson Digital

www.hendersondigital.co.uk

- Launched May 2022
- Responsive design
- Focused SEO for web design and digital marketing in Dundee and Scotland
- Ecommerce subscriptions, products and memberships
- Built on WordPress
- Custom branding and logo
- Independant design, development and branding for personal portfolio



Exile Fitness Academy

www.exilefitness.co.uk

- Launched May 2022
- Responsive design
- Focused SEO for online fitness coaching and local keywords
- Ecommerce subscriptions, products and memberships
- Built on WordPress
- Custom branding and logo
- Independant design, development and branding for personal client

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

AUGUST 2015 – MAY 2016

Kirkwall Grammar School

Graphic Communication

Design & Manufacture

Physics

English

SQA National 5

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

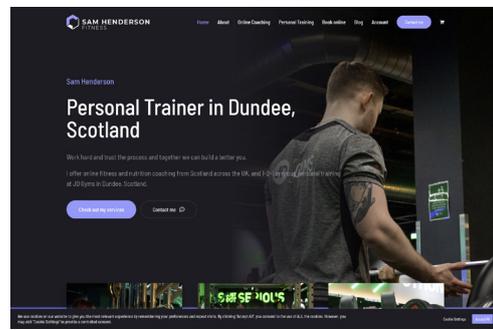
Kirkwall Dinghy Regatta Winner



Duke of Edinburgh's Silver Award



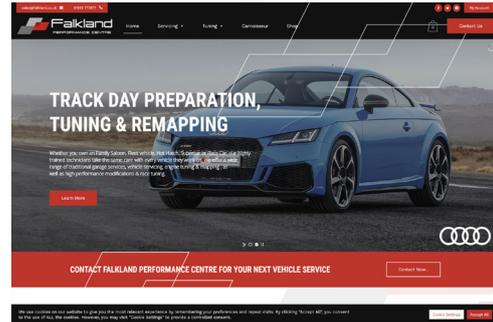
National Powerlifting Gold Medallist 2019



Sam Henderson Fitness

www.samhenderson.fitness

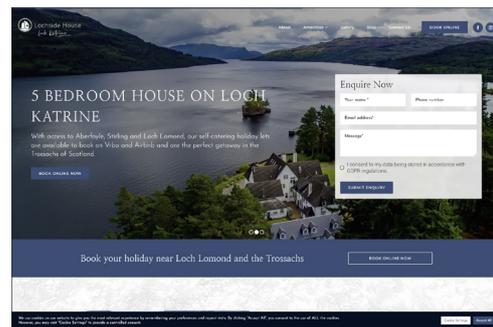
- Launched January 2022
- Responsive design
- Ecommerce subscriptions, products and memberships
- Focused SEO for personal training, online coaching and local keywords
- Built on WordPress
- Custom branding and logo
- Members area with appointment booking system
- Independent design, development and branding for personal portfolio



Falkland Performance Centre

www.falkland.co.uk

- Launched December 2021
- 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



Lochside House

www.trossachselfcatering.co.uk

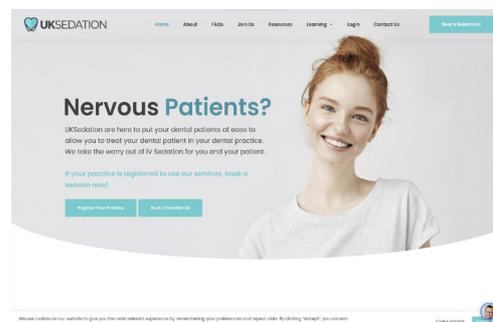
- Launched September 2020
- Responsive design
- Focused SEO for Airbnb, self-catering and local keywords
- Built on WordPress
- Custom branding and logo
- Independent design, development and branding for personal client



Thermaflow Heating

www.thermaflowheating.co.uk

- Launched June 2021
- 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



UK Sedation

www.uksedation.co.uk

- Launched June 2021
- 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 Creative

My Experience

I have been working in the creative industry for over 4 years in various roles:

DESIGN AND MARKETING DIRECTOR

DECEMBER 2021 – CURRENT

SELF-EMPLOYED

Henderson Digital

I set up a new company to build my personal portfolio and market digital design and marketing services, targeted towards Dundee and the surrounding areas.

- Securing new projects by producing modern and bespoke concept designs tailored to the client brief.
- Building digital marketing strategies to ensure clients reach new customers through search engine optimisation and paid ads.
- Ensuring a great user experience on websites by developing responsive breakpoints for every screensize using CSS.
- 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.
- 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.

DUTY MANAGER

DECEMBER 2021 – CURRENT

PART-TIME

JD Gyms Dundee

Employed part-time as the Duty Manager, this provides me with a secure income and valuable management experience. My role includes:

- Ensuring an excellent customer experience by coordinating a team of 6 on-shift personal trainers to keep the gym clean, tidy and safe.
- Meeting and exceeding JD Brand Standards by performing regular maintenance checks and arranging the replacement and upkeep of gym equipment and facilities.
- Keeping customers happy by responding to queries and complaints with empathy and efficiency.
- Assisting the General Manager in the day-to-day running of the gym by completing daily, weekly, and monthly business management tasks.
- Providing user analysis and progress updates to company directors using Google Analytics.

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