

Stacey Greenaway

With eight years web development experience through freelance work and commercial experience obtained primarily within the media industry (broadcasting and publishing), and also within recruitment and telecommunication industries. I have recently returned to academia graduating with an MSc Computer Science (Internet Technology) with Distinction from University of Wolverhampton, studying alongside freelance web development work.

Key skill sets outlined below convey my expertise in many aspects of web production.

Skill Profile

Web Development

- Excellent knowledge of Web 2.0 concepts and technology.
- Create database driven sites, using **PHP** and **MySQL**, using **AJAX** and **Javascript** for enhanced functionality.
- Create custom database driven **RSS** feeds creating custom **XSL** for display.
- Ability to adapt **XML** to use various **API's**
- Can work in a **.NET** environment using **ASP**, **VBScript**, **ADO** connection and Access Databases
- Excellent knowledge of W3c standards
- Design and build according to Accessibility guidelines
- Excellent knowledge of Usability heuristics.
- Work within **CMS** or direct to server using **FTP**.
- Push the limits of **CMS**, get inside the code and modify/improve the system.
- Apply thorough bug testing during development using **Firebug** as well as manual testing.

Project Management

- Good knowledge of software development lifecycles.
- Ability to conduct requirements analysis.
- Visualise systems using diagrams (some knowledge of UML).
- Database design skills including normalisation and entity relationships.
- Can communicate technical concepts to non technical team members.
- Project planning using Gantt Charts.
- Good time management, able to set realistic deadlines and meet them.
- Create testing strategies including user tests.
- Ability to delegate and to motivate.

Software

- Hand code in a simple text editor
- Adobe **Photoshop/Imageready, Flash, Premier**
- Microsoft Access

Creative

- Design new sites/new sections sensitive to best practice layout and performance as well as company brand profile.
- Possess an acute eye for detail providing meticulous layout and typography.
- Produce wallpapers, e-cards and screensavers branded for promotion.
- Create video clips – filming, capturing, editing, adding graphics and encoding.
- Photography to record events and promo shoots.
- Design banner ads, pop-ups and viral emails both in house and external.
- Excellent understanding of colour, which will be complimentary, limited to the absolutely necessary, using different tones as opposed to lots of differing hues.
- Use graphics cleverly, not only to provide aesthetic qualities, but in such a way that will entice the users' eye to areas of the site you wish to emphasise.

Editorial

- Scheduling promotions and sourcing content accordingly.
- Selecting copy from external sources, that is on brand and appreciates the requirements of the user audience.
- Proof reading.
- Writing features and reviews.
- Writing quizzes as a form of promotion.
- Writing competitions, sourcing copy, writing promotional copy and writing questions.
- Compiling weekly email newsletters and sending to registered users.