

## Curriculum Vitae

### Kallahan J. Campbell

\*Personal details removed for data protection\*

I am an articulate, highly computer literate Business Computing Systems graduate, with an aptitude for Web Design (all aspects of the web development lifecycle), client facing and a good knowledge of French and Spanish.

#### **Skills Profile**

Highly competent in Web Design including web programming (hand coding), CSS2, Desk Top Publishing, use of the Internet, Database Applications, Scheduling, Word-processing and Spreadsheets.

I have extensive experience in all aspects the web development lifecycle (initial client meetings & gathering requirements → creating specifications from requirements → developing quotations & pricing → producing designs from the specification → building the site from the design → publishing to the internet & ecommerce matters).

I am able to plan and supervise projects with close attention to detail and am adept at organising and managing people and resources in order to ensure that all aspects of these projects are delivered on time.

My experience of conducting client meetings and liaising with clients and stakeholders has allowed me to develop good communication skills and confidence when addressing others.

#### **Skills, Applications & Tools Matrix**

Technical Skills	Total Experience	Commercial experience	Skill Level
XHTML	4 years	4 years	Strong
HTML 4.01	5 years	5 years	Strong
CSS, CSS2, CSS3	3 ½ years	3 ½ years	Strong
PHP/MySQL (for database driven & Ecommerce sites)	3 ½ years	3 ½ years	Intermediate
JavaScript	4 years	4 years	Intermediate
W3C Accessibility Rules	2 year	2 year	AAA
Cross browser compatibility	2 years	2 years	Strong
HTML Emails & Newsletters	2 years	2 years	Strong
Search engine optimisation	3 years	3 years	Intermediate
SIFT content management system	>1 year	>1 year	Intermediate
<b>Soft Skills</b>			
Requirements gathering	5 years	5 years	Strong
Project specification generating	5 years	5 years	Strong
Creating designs & user interfaces	5 years	5 years	Strong
Client facing (meetings, presentations)	6 years	6 years	Strong
Planning & resource management	4 years	4 years	Strong
Problem Solving and Project & Event management	4 years	4 years	Strong
Web Project management	1 year	1 year	Strong
Budget Planning	2 years	2 years	Strong
Interviewing & recruitment	>1 year	>1 year	Strong
Contract negotiation	>1 year	>1 year	Strong
<b>Applications &amp; Tools</b>			
Notepad++ & Wordpad (used to edit web code)	5 years	5 years	Strong
TinyMCE & CKeditor	2 year	2 year	Intermediate
Macromedia Dreamweaver MX	4 years	4 years	Strong
Macromedia Flash MX(with Actionsript),	3½ years	3½ years	Strong
Macromedia Fireworks MX	4 years	4 years	Strong
Microsoft FrontPage (2002)	5 years	5 years	Strong
Macromedia Contribute	>1 year	>1 year	Intermediate
Microsoft Project	10 years	4 years	Intermediate
Microsoft Visio 2002	3 years	3 years	Intermediate
Microsoft Office Professional (Access, Word, Excel, Publisher, PowerPoint & Outlook)	12 years	10 years	Strong
Jasc Paint Shop 7 (Paint shop pro)	4 years	3 years	Strong
Adobe Photoshop	2 years	1 year	Intermediate
Adobe Image Ready	>1 year	>1year	Intermediate
Xara Xtreme	>1 year	>1 year	Strong
Microsoft Visual SourceSafe	2 years	1 year	Intermediate
Oracle 8i (in UNIX shell)	1 year		Intermediate

#### **URLs that I have developed (from scratch):**

[www.atohrestaurant.co.uk](http://www.atohrestaurant.co.uk) (XHTML, CSS3, jQuery, WAI, W3C, Online booking, PHP, MySQL, Bespoke CMS),  
[www.lyncres.co.uk](http://www.lyncres.co.uk) (XHTML, CSS2, WAI, W3C, flash animation), [www.croydonadventist.org/adra](http://www.croydonadventist.org/adra) – (PHP, MySQL, CSS2, E-commerce, Web 2.0), [www.croydonadventist.org/orchestra](http://www.croydonadventist.org/orchestra) – (XHTML, CSS2, PHP, MySQL, WAI, W3C),  
[www.videotecproductioncompany.com](http://www.videotecproductioncompany.com) (XHTML, CSS2, PHP, MySQL, Bespoke CMS), [www.notarave.com](http://www.notarave.com) (XHTML, CSS2,

## Curriculum Vitae – Kallahan J. Campbell (née Benjamin)

PHP, MySQL, WAI, W3C), [www.davidandkalli.com](http://www.davidandkalli.com) (XHTML, CSS2), [www.clmgt.co.uk](http://www.clmgt.co.uk) (XHTML, CSS2, WAI, W3C), [www.dorielbridal.co.uk](http://www.dorielbridal.co.uk) (XHTML, CSS2, WAI, W3C), [www.kallimusic.co.uk](http://www.kallimusic.co.uk) (XHTML, CSS2), [www.musicista.co.uk](http://www.musicista.co.uk)

### Sites due for launch in 2011

Ermine Benjamin Nutrition Coach (XHTML, CSS2, WAI, W3C, E-commerce, PHP, MySQL, Bespoke CMS)

### Web projects managed

Many of my roles contain elements of web management these include: A Taste of Heaven, Pearson Education & Point Blank.

**National Housing Federation** – re-launch of [www.housing.org.uk](http://www.housing.org.uk) and re-design & launch of intranet

**B-heard Media** – [www.b-heard.com](http://www.b-heard.com) (Teen website offering various activities, articles, resources & online subscription to the B-heard magazine) – PHP, MySQL, CSS & E-commerce.

### Employment

November 2005 (Ongoing – my own company through which I do <b>contracts roles</b> & private work)	<p><u>Lync Resources Limited</u> (<a href="http://www.lyncres.co.uk">www.lyncres.co.uk</a>)</p> <p>I am contractor with my own limited company (Lync resources Ltd), through which I work as a web developer, project &amp; event manger and musician. I undertake contracts on a limited company basis as well as building websites and creating multimedia presentations (slide shows &amp; animations) for private clients, companies and charitable organisations.</p> <p><b>Applications, technical &amp; soft skills used:</b> HTML 4.01, XHTML, JavaScript, PHP/MySQL, CSS, CSS2/CSS-P, W3C accessibility rules, Web project management, E-commerce, Cross browser testing, Macromedia Dreamweaver MX, Macromedia Flash MX(with Actionscript), Macromedia Fireworks MX, Microsoft FrontPage 2002, Microsoft Office Professional (Access, Word, Excel, Publisher, PowerPoint &amp; Outlook), Search engine optimisation (SEO), Requirements gathering, Project Specification generation, Creating designs &amp; user interfaces (GUI), Client facing (meetings &amp; presentations).</p>
April 2011 – Ongoing (Part-time)	<p><u>A Taste of Heaven Ltd (Restaurant)</u> (<a href="http://www.atohrestaurant.co.uk">www.atohrestaurant.co.uk</a>)</p> <p><b>Job Title:</b> IT Operations manager</p> <p>In charge of creating the web presence of the company and all related IT systems, such as online bookings and newsletters and alerts. Obtaining quotes &amp; sourcing solutions from IT contractors (for EPOS, networking, AV systems) and making recommendations to the directors on which solution to use.</p> <p><b>Applications, technical &amp; soft skills used:</b> XHTML, CSS3, PHP/MySQL, jQuery Microsoft Office Professional (Word, Excel), W3C accessibility rules, Cross browser compatibility, Requirements gathering, Reporting, Liaising with contractors.</p>
June 2010 - Ongoing (Private work)	<p><u>Lync Resources projects</u></p> <p><b>Job Title:</b> Web developer &amp; SEO specialist</p> <p>Building natural search engine traffic to websites in order to increase not only hits but conversions. Inbound marketing &amp; conversion management. Making amendments to the content &amp; layout of the site in order to increase user 'buy-in'.</p> <p><b>Applications, technical &amp; soft skills used:</b> Traffic Travis, Piwik, On page SEO, link building, keyword &amp; META tag analysis, URL re-writing, web stats analysis.</p>
May 2010 – June 2010 (Contract Role)	<p><u>Pearson Education (Pearson Shared Services)</u> (Various sites)</p> <p><b>Job Title:</b> Web developer</p> <p>Migrate all internally hosted Pearson websites to the new online (on demand) version of Webtrends. Liaise with internal business owners to gather requirements, obtain relevant sign off and demonstrate the new system. Liaise with the Webtrends administrator and server team. Create status monitoring documentation, produce instructional documentation for the business owners detailing how to implement Webtrends in future sites and troubleshooting documents for the support team. Perform testing and troubleshooting of sites once they have been updated.</p> <p><b>Applications, technical &amp; soft skills used:</b> Server side includes (SSI), IIS, JavaScript, Microsoft Office Professional (Word, Excel), Microsoft Visual SourceSafe, Planning &amp; scheduling, testing, troubleshooting.</p>
March 2009 – July 2009 (Contract Role)  August 2009 – Present (Part-time)	<p><u>Point Blank Ltd (Music college)</u> (<a href="http://www.younghackney.org">www.younghackney.org</a>)</p> <p><b>Job Title:</b> Web developer &amp; tutor</p> <p>(Re)Development of the HYPE website for Hackney Youth Service – Building pages for front and backend (CMS &amp; database integration). Construction of plans, schemas &amp; client reports. Planning and conducting weekly feedback and web development training sessions for youth people – planning the curriculum, delivering training, monitoring their individual projects and mentoring participants. Creating progress reports for clients and attending and contributing to client meetings. Briefing project tutors on the</p>

## Curriculum Vitae – Kallahan J. Campbell (née Benjamin)

	<p>website (it's purpose &amp; features), paperwork and activities for the session participants to complete during the web sessions.</p> <p><b>Applications, technical &amp; soft skills used:</b> XHTML, CSS2, PHP/MySQL, JavaScript, Adobe Dreamweaver MX, Adobe Fireworks MX, Adobe Photoshop, iPhoto, Microsoft Office Professional (Word, Excel, PowerPoint), W3C accessibility rules, Cross browser compatibility, Apple MAC.</p>
June 2008 – February 2009 (Private work)	<p><u>Lync resources projects</u></p> <p>Croydon SDA Orchestra, NotARave.com, DavidandKalli.com, rebuild of Kallimusic.co.uk &amp; Lyncres.co.uk, redesign of DorielBridal.co.uk (<b>for links see URLs section above</b>)</p> <p><b>Applications, technical &amp; soft skills used:</b> XHTML, JavaScript, CSS2, Notepad++, Macromedia Fireworks MX, Microsoft Office Professional (Word, Excel, PowerPoint), W3C accessibility rules.</p>
March 2008 – May 2008 (Contract Role)	<p><u>BERR (Department of Business Enterprise &amp; Regulatory Reform – Now the Department for Business Innovation &amp; Skills)</u></p> <p><b>Job Title:</b> Front-end developer</p> <p>Implementing the role out of the new intranet design and branding. Building pages in HTML and CSS, minor DOM scripting and ensuring the attainment of accessibility standards. Restructuring pages to make editing easier, supporting content editors &amp; troubleshooting once micro sites have gone live.</p> <p><b>Applications, technical &amp; soft skills used:</b> HTML 4.01, XHTML, JavaScript, CSS2/CSS-P, Macromedia Dreamweaver MX, Macromedia Fireworks MX, Microsoft FrontPage 2002, Microsoft Office Professional (Word, Excel, PowerPoint), Jasc Paint shop pro, W3C accessibility rules.</p>
February 2008 – March 2008 (Contract role)	<p><u>MyKindaPlace.com</u> (Various sites including: <a href="http://www.authonomy.com">www.authonomy.com</a>, <a href="http://www.lolasland.com">www.lolasland.com</a>)</p> <p><b>Job Title:</b> CSS Developer</p> <p>Converting graphical page designs into HTML 4.01/XHTML and creating CSS2 cross browser compatible style sheets. Liaising with both the design and technical teams to ensure that the design is translated into format that allows the ASP back-end functionality to be added seamlessly. Creating and styling HTML emails and newsletters. Working on many client projects simultaneously → scheduling and prioritising tasks. Using ASP files as references for creating the front end elements.</p> <p><b>Applications, technical &amp; soft skills used:</b> XHTML, CSS2/CSS-P, UltraEdit, Source Safe, Microsoft Word &amp; Excel, W3C accessibility rules, Planning &amp; scheduling, Cross browser testing (Firefox, Internet Explorer 5.01, 5.5, 6 &amp; 7, Opera, Safari).</p>
January 2008 – ongoing (Pro-bono)	<p><u>Croydon ADRA – ADRA UK</u> (<a href="http://www.croydonadventist.org/adra">www.croydonadventist.org/adra</a>)</p> <p>Designed and built a website for this year's ingathering campaign that includes a database containing volunteers, current fund raising initiatives, latest campaign news and allows visitors to search for and sponsor volunteers as well as make general anonymous donations. Set up World Pay payment facility and liaised with the trustees with regard to the documentation and information required for this.</p> <p><b>Applications, technical &amp; soft skills used:</b> XHTML, CSS2, PHP/MySQL, Macromedia Dreamweaver MX, Macromedia Fireworks MX, Search engine optimisation (SEO), Requirements gathering, Project Specification generation, Creating designs &amp; user interfaces (GUI), Client facing (meetings &amp; presentations), W3C accessibility rules, Web project management, e-commerce.</p>
March 2007 – January 2008 (Contract role)	<p><u>National Housing Federation</u> (<a href="http://www.housing.org.uk">www.housing.org.uk</a>)</p> <p><b>Job Title:</b> Online Communications Officer</p> <p>Overseeing the launch of a new customer facing website and participating in website strategy meetings, using a bespoke Content management system to update the website, organising and running training sessions for departmental and regional web editors, dotted line management of 12 web editors around the country. Resolving website registration problems, carrying out customer account validations. Running user acceptance testing programs and writing test scripts.</p> <p>Managing the new intranet project; liaising with the developer, explaining the project status and developments to the Assistant Director of campaigns and the Head of branding and ensuring that the best interests of the Federation are upheld, designing and programming the new intranet news popup, negotiating the terms of the intranet maintenance contract, organising and running training sessions for the 10 intranet editors.</p>

**Curriculum Vitae – Kallahan J. Campbell (née Benjamin)**

	<p>Consulting on the departmental re-structure; reviewing re-structure documents to be presented to the Senior management team and ensuring they are technically and logistically accurate, advising the Assistant Director of Campaigns of how to carry forward the websites (which project groups are required, their roles &amp; objectives, who should be on them), reviewing the job specification of new website manager for accuracy and technical requirements.</p> <p>Consulting on the recruitment process for the new Communications Manager/Web editor. This included; reviewing candidate CVs &amp; applications, involvement in the first round of interviews, marking essays submitted by the long listed candidates, short listing and contributing to candidate feedback reports.</p> <p>Budget planning; gathering website change (improvement) requests from across the organisation, setting priority ratings for each request, putting the estimated costs into a useful format of construction or the budget proposal.</p> <p><b>Applications, technical &amp; soft skills used:</b> HTML 4.01, XHTML, JavaScript, CSS2, Macromedia Flash MX(with Actionscript), Macromedia Contribute, Microsoft Word, Microsoft Excel, Content &amp; information gathering, Project Specification generation, Sign off of intranet designs &amp; user interfaces (GUI), Client facing (meetings &amp; presentations), W3C accessibility rules, Interviewing and recruitment, budget planning, training &amp; mentoring, contract negotiation .</p>
<p>April 2007 – October 2007 (Pro-bono)</p>	<p><u>B-Heard Media Limited</u> (<a href="http://www.b-heard.com">www.b-heard.com</a>)</p> <p><b>Job Title:</b> Web Project Manager</p> <ul style="list-style-type: none"> <li>- Management &amp; instruction of the Web development team (3 web developers and 1 flash developer) including; allocation of tasks, providing help and expertise to the developers (correcting code, good construction practise), highlighting where changes need to be made.</li> <li>- Leading the Web Project Team ( Web development team, Sales &amp; Marketing manager, Graphic designer, Editor &amp; Editor-in-chief)</li> <li>- Liaising with other website stakeholders and contributors</li> <li>- Design of site wire-frame, creation of functional specification documents for developers (site structure diagram, database schemas, subscription forms)</li> <li>- Devising processes for how the site will fulfil various functions (subscriptions, payments, admin)</li> <li>- Ensuring site meets company objectives, looking at the bigger picture (ensuring design vs. functionality balance), acquiring web statistics for the sales and marketing director.</li> <li>- Ensuring that everyone does and provides their deliverables in a timely manner.</li> <li>- Hands on development of; the e-commerce function of the website, flash banner.</li> </ul> <p><b>Applications, technical &amp; soft skills used:</b> XHTML, PHP/MySQL, CSS2, Macromedia Dreamweaver MX, Macromedia Flash MX(with Actionscript), Macromedia Fireworks MX, Adobe Photoshop, Microsoft Word, Microsoft Project, Search engine optimisation (SEO), Requirements gathering, Project Specification generation, Creating designs &amp; user interfaces (GUI), Client facing (meetings &amp; presentations), W3C accessibility rules, Web project management, e-commerce.</p>
<p>January 2007 – March 2007 (Contract role)</p>	<p><u>Centaur Media Plc</u> (<a href="http://www.moneymarketing.co.uk">www.moneymarketing.co.uk</a>)</p> <p><b>Job Title:</b> Web Developer/Project Coordinator</p> <p>Building &amp; updating websites for media publications. Liaising with other developers and relevant IT personnel (advertising experts, traffickers). Regular client meetings to discuss site updates and issues affecting the site development &amp; usability, implementing site updates, managing the development schedule, creating meeting agendas, creating design mock-ups &amp; site maps. Creating database queries using the Sift content management system. Generating templates for the layout of information retrieved from the database (eg. Articles) and user interfaces such as login and registration areas.</p>
<p>October 2005 – June 2006 (Contract Role)</p>	<p><u>LogicaCMG</u></p> <p><b>Job Title:</b> Web Editor</p> <p>Maintenance of their international Quality Control website (Cortex). This involves: updating content sent from subsidiaries all over the world, creating new pages, contributing to the design of the 'new look and feel' of the site, facilitating site enhancements (new functionality), editing business process diagrams using Visio, website testing, editing the site architecture and navigation, completing backups and</p>

## Curriculum Vitae – Kallahan J. Campbell (née Benjamin)

	<p>publishing.</p> <p>Ensuring that web pages are compatible with different web browsers and able to function correctly regardless of internet browser settings.</p> <p>Administration of the document register (database) including; Updating the content, producing queries creating useful reports and creating and editing forms for data entry. In addition to this, ensuring the configuration management (versioning) of the documents and pages on the site and in the database is upheld.</p>
Sept 1999 – Sept 2010 (evenings & weekends – family business)	<p><u>Charterlink Management Limited.</u></p> <p><b>Job Title:</b> Company Secretary</p> <p>Overseeing Monthly Accounts, Corporation Tax, Invoicing, Bank reconciliation, Payroll (including Inland Revenue returns), VAT procedures. In addition to these, I am also responsible for the payment of creditors, correspondences to stakeholders (e.g. Bank, debtors, Tax authorities etc.) and aiding the direct workers of the company and managing task scheduling.</p>
Sept 1999 – Nov 2005 (including 1 year full time industrial placement August 2002 – August 2003)	<p><u>Charterlink Management Limited.</u></p> <p><b>Job Title:</b> Internet Services Manager (Webmaster/ Designer)</p> <p>Design &amp; Maintenance of Company website. Designing and building websites for clients. Client consultations and advice. Conducting client meetings (design reviews &amp; presentations). Training &amp; supervision of staff involved in the website production process. Development of proposals, procedural plans and costings and quotations for the projects. Search engine optimisation (SEO).</p> <p>I created this department of the company from scratch as previously it did not exist.</p> <p>Construction of online brochures (static websites), ecommerce sites, construction and implementation of MySQL databases, PHP programming, CSS and creation of animations for websites.</p> <p><b><u>Other Duties</u></b></p> <p>Software Testing and training of end users (Gift 2002)</p> <p>Create and maintain Charity accounts system for Croydon SDA Elderly Day Care Association. Liaising with the management of the association during accounts preparation and presenting the final accounts.</p>

### **Education & Qualifications**

City University London 2000-2004

**BSc. Business Computing Systems (2:2)**, One year Industrial Placement (69% - Merit)

**Upper Intermediate French** course (66.5% - Merit)

Burntwood Grant Maintained School for Girls 1993-2000

**'A' Levels** in Business Studies, Information Technology & Music

**GCSE's** in French, Spanish, Geography, Single Science, Mathematics, Textiles Technology, English Language, English Literature, Media Studies, Music & Information Studies

### **Hobbies & Interests**

Graphic (web) & Fashion Design and tasks of a creative nature, Music (playing piano & organ, singing, writing & arranging songs, composing music, leading arts workshops, regular vocal performances, bookings for weddings, funerals etc), Computers, Literature and listening to Radio 4. I am also one of the designated organists at my local church and leader of the Croydon SDA orchestra.

### **Referees**

\*Personal details removed for data protection\*