

Transferable Skills

Able to:

- Communicate clearly and effectively at the technical and business level
- Design, build and support innovative and reliable IT systems using a wide range of technologies
- Listen to and interpret customer requirements
- Design search engine optimized websites in compliance with dynamic internet marketing strategies
- Develop both web based and stand alone software applications
- Conduct Business Process Improvement audit and recommendation reports
- Write sales-driven web copy and manage internet marketing campaigns
- Build relationships at all levels with customers, suppliers and colleagues

Technical Skills

Web Development

- Design cutting edge, content-rich websites using Photoshop, Macromedia Director or MS Visual Studio, JQuery and CSS
- Web Development using J2EE, PHP, ASP and ASP.net
- Website development using Drupal Content Management System (CMS), Magento, Microsoft CMS, Sharepoint and MySource Matrix CMS
- Designed & Developed my own Web-based CMS using PHP / MySQL and CSS
- Designed and Developed a commercial video game in Macromedia Shockwave

SEO and Internet Marketing

I have a keen interest in web trends, web technologies, web standards and internet marketing techniques.

My years of IT, design and web development experience give me a technical depth and understanding not common in marketing executives.

Industry Experience Overview

I have worked for the Public Sector as well as a variety of industries; from some of the worlds largest IT companies (Microsoft, Siemens, NEC) to small businesses in hospitality, retail and construction.

Time spent running my own web design company has taught me important skills such as:

- how to develop Search Engine Optimized websites
- how to deal with people, gather requirements and work with business owners
- Sales and Support

I have also learned a lot in my current job about business process improvement techniques and the various methods employed by Enterprise Ireland to develop small to medium sized businesses.

Software systems experience

- As a Designer; Adobe Photoshop, Dreamweaver, MS Visual Studio
- As a Developer; MS Visual Studio, PHPedit, MySource Matrix, Drupal, Rational Clearcase, Sharepoint (to mention a few).
- More general; Systems level software applications such as iis, apache, active directories, windows server 2008, mysql, ms sql and ms windows in general.

Work History

Web Development & Business Process Improvement, Enterprise Ireland

Duties include developing and supporting the business-critical, web-based software used by Enterprise Ireland and its clients.

I also provide support to the users of these systems.

Website Administrator, Dept of Corrections, New Zealand (May-Jun 2008)

Duties include setting up and administering a large e-government compliant website using MySource Matrix CMS. This contract role involved working closely with various department managers and staff to restructure the information architecture of the company intranet.

Web Designer, www.brianduffy.net (Aug 2007 – ongoing)

Duties include:

- Design and development of Content Management Software (CMS)
- Internet Marketing Consultations
- Selling the software

I develop and sell my own website management software.

The software allows users to manage their own content and sell items in a catalogue.

Software developed using CSS, PHP and MySQL.

I also use drupal open source CMS for larger projects.

I have sold quite a few licenses for my software and also provide a Search Engine Optimization (SEO) and Internet Marketing Service to my customers.

IT Helpdesk & Desktop Support, Sportsbet, Australia (May to Sep 2007)

Duties included:

- Provided level 2 desktop and helpdesk support to trading office staff (approx 40 people) as well as level 1 telephone support to customers. Troubleshooting email, windows & networking problems as well as configuring new printers and desktop computers.
- Worked closely with Systems Admin; Learning to install and setup software systems vital to the smooth running of any mid-size company (Eg. MS Exchange Servers, Active Directories, Dameware, Big Brother, Opendocman) as well as maintenance and upkeep of large terminal, email, database & web servers.

Software Testing, Microsoft Games Division, Ireland (Sep - Dec 2005)

Main duties: To test and to assure the quality of software being developed for the Xbox 360 Games console. Extremely busy working conditions in which I had to liaise with many different groups of people to ensure problems were identified, isolated and corrected in urgent fashion.

Shockwave Developer, Bright New Scotland , UK (Mar -Jun 2005)

Designed and developed an e-learning educational video game. Working closely with Waste Management department to elicit requirements, ensuring content was relevant and suitable for children. Game developed using Director MX (Shockwave).

Perl Developer, Siemens AG, Germany (May - Oct 2002)

Perl development to automate various tasks in the 3G telecoms switching system. Main duties: Coordination and version control of a multi-site development effort between Siemens Ulm, NEC Japan and Telecom Modus, England.

Developed a suite of Perl scripts for automating repetitive workflow and various business processes.

Personal details

Address:	26 College Manor
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Website	www.brianduffy.net
Date of Birth	30 th October 1981

Education

University of Limerick BSc in Computer Science	Graduated University of Limerick, class of 2003, with a 2.1 Honours degree in Computer Science.
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Glasgow Caledonian University Post Graduate Diploma	Received a postgraduate diploma from Glasgow Caledonian University 2005 in the design, development and marketing of advanced graphics technologies.
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References

Microsoft Project Manager, Dublin David Foster	Tel: + 353-1-706-5783 Email: dfoster@microsoft.com
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Sportsbet Pty Ltd IT Manager Patrick Allison	Tel: +61 1800 132 387 Email: pat@sportsbet.com.au
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