

Rowland Nicholas Forbes

Resume

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Profile

Through my education and career I have learnt to work objectively and to deadlines in both individual and group projects, with an excellent grasp of Maths, English and computers I am motivated and adapt easily to any work environment.

Originating from a **Computer Games Design Degree** and adapting my path toward the online platform through a **Creative Digital Media Masters**, I am currently working as the Digital Services Manager for Choice Healthcare Solutions.

In my current position I have gained valuable experience in project management and client facing interaction; I help to advise clients on how the latest innovations in web and multimedia development can be used to benefit their digital objectives.

I have a keen interest in all things digital and keep fully up to date on the latest technological advances in my industry, especially how these can be integrated into client services.

Skilled using the following programs:

- Adobe Dreamweaver, Flash (including ActionScript 2 and 3), Contribute, Photoshop, After Effects, Premier, Illustrator, Fireworks, Acrobat Pro
- Discrete 3d Studio Max including Character Studio, Combustion
- Microsoft Office Word, Excel, Power point.

Knowledge and experience of the following languages and concepts:

- XHTML (W3C standards known and adhered), CSS
- JavaScript (including jQuery library)
- PHP (including Zend library, Gdata API , Joomla and Wordpress)
- MySQL (including myPHP admin)
- Classic ASP (desire to learn .NET)
- ActionScript 2 and 3
- E-learning SCORM compliant applications
- XML
- Search Engine Optimisation
- Google Analytics (including generating reports on data)

Education and Training

Start Date	Leave Date	Education/Training
'10	'10	QA IA ActionScript 3 Advanced Techniques
'09	'09	QA.IQ Developing Web Applications with ASP and VBScript
'09	'09	QA.IQ Web Programming with JavaScript course
'05	'08	MA Creative Digital Media at the University Of Teesside, part time
'02	'05	BA Computer Game Design at the University Of Teesside 2:1 grade awarded

Employment

Digital Services Manager – Choice Healthcare Solutions 2010 December – Present

Managing all digital aspects of digital projects, co-ordinating internal team members to deliver projects to the highest standards and realistic deadlines. Developing the websites technically and aesthetically using PHP, Classic ASP, XHTML, JavaScript, and CSS with attention to search engine optimisation. Developing bespoke web based applications using Adobe Flash, AS3, XML, and SCORM. Editing and producing video content using Adobe Premier for online and distributable medium (DVD)

Web developer – Bell International 2008 July – 2010 December

Developing the websites technically and aesthetically using Classic ASP, XHTML, JavaScript, and CSS with attention to search engine optimisation.

Freelance web design/development 2003 September – Present

Designed layout of website and content using search engine optimisation techniques, created a database of hotels using PHP and MySQL. Implemented using XHTML and CSS via a combination of self written code and Dreamweaver.

Details of work duties

- o **Web development** - both simple and complex using a combination of XHTML, CSS, JavaScript (Jquery library) coded with ASP and PHP for server interaction, all work carried out in Adobe Dreamweaver CS5.
- o **Content Management Platforms** – Bespoke designs using Word Press, custom made content managed web sites with extranet functionality.
- o **Adobe Flash CS5 development** - providing exciting and intuitive interaction to web pages, constructed with Actionscript 2.0 and 3.0 including the creation and use of FLV and F4V video files in applications that support external data in XML format.
- o **YouTube and video development** – post production of video footage for use online, implemented via third party video hosting and displayed in JavaScript driven web pages.
- o **JavaScript and web page manipulation** – using JavaScript to exploit features of the ThickBox UI dialogue widget to dynamically display Flash and HTML elements.
- o **Development of vector artwork** – using Flash CS5 generating applications which are scalable to virtually any size, suitable for both on and offline purposes.
- o **Google Maps** – Development of the user generated maps with custom icons to help display content in new and accessible way.
- o **SEO** – all web pages are created and optimised where appropriate; experience with the best practices for over three years including keyword research and link building.
- o **Analytics** – Extensive use of Google Analytics to track site statistics, sets goals and monitor Adword campaigns to ensure maximum web exposure.
- o **Adwords / Advertising** – creation of Adword campaigns both word and graphical banners.
- o **Email campaigns** – Research into current available providers; implementation of email templates that do not distort between email clients. Providing training for email platform to non-technical members of staff.
- o **Research / report / documentation skills** – Carried out research projects which culminate in detailed written reports distributed in PDF format. Writing and internal publication of training documentation on specific areas of expertise.

Other Information & Work Availability

I am available for work with a one month notice period.
I hold a full and clean UK driving licence.

References

Available on request.