

LAWRENCE NAMAN

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PROFILE

Web professional with a passion for creating unique and usable websites using XHTML/CSS, JavaScript, PHP and full web standards. Recently graduated from City University's Electronic Publishing MSc program (expected grade: Distinction). Five year's experience of news writing, feature commissioning, proofreading, project management, page layout and client management as an Editor of print and online products in the publishing sector.

SKILLS

Advanced skills: hand coded XHTML/CSS, Photoshop, SQL/database design, writing and editing for the web, CMS, usability evaluation, user-centred design, Information Architecture, Google Analytics, MS Office, FTP

Intermediate skills: JavaScript (including frameworks such as JQuery), PHP, Flash, XML, Search Engine Optimisation, Wordpress template creation, Dreamweaver, Fireworks, Illustrator, InDesign, typing: 60wpm

Basic understanding: OO ActionScript, JSON, Oracle

EMPLOYMENT HISTORY

Jan 2008 – present, Freelance Web Designer/Developer

Freelance Web Designer/Developer creating professional corporate, retail and personal websites. Key Projects include:

<http://www.phdesigns.co.uk/gearadviser/>

PHD Mountain Software make high quality cold weather gear for extreme high altitude and polar ventures. They needed a new application that allowed users to search for gear that would be suitable for their chosen climbing destination. The completed database driven website employs PHP, XHTML/CSS, JavaScript/JQuery and Google Maps to create a dynamic and original e-commerce solution.

<http://www.bratandsuzie.com/>

A newly launched clothing label, Brat and Suzie required a unique website to display their new collection for potential stockists. The completed site builds on the hand-drawn feel of the clothing designs and uses valid XHTML/CSS, PHP and JQuery to deliver a unique and enjoyable online experience.

<http://www.lawrencenaman.com/jamie/> (under construction)

A fully qualified and accredited clinical and cognitive hypnotherapist, Jamie Shavdia required a website that would act as a first point of contact for potential clients – explaining his techniques and the types of conditions he treats. The website uses PHP, XHTML/CSS and JQuery.

Further examples of my work can be found at www.lawrencenaman.com

Nov 2005 – Sept 2007, Editor, AP Information Services

Editor of *The Training Manager's Yearbook* – an annually published business directory with a circulation of over 4,000 and advertising revenue in excess of £90,000 – and *The People Bulletin* – an email newsletter with over 20,000 subscribers.

- Managed the workloads of a small editorial team and training staff in editorial procedures and software (CMS, InDesign, Access/SQL)
- Developed a successful new email newsletter that generated significant new advertising revenue and helped promote the AP brand among its key audience demographic.
- Researched, wrote/edited news stories, uploaded them onto a CMS and formatted them for publication as a HTML email
- Sourced, edited and uploaded images using Photoshop and CMS
- Responsible for the accuracy and correct placement of all web and print advertising (in liaison with the sales and production departments and advertisers)

- Commissioned and edited articles from leading figures in the HR and training industry
- Laid out colour and black and white pages using InDesign / Sub-edited pages
- Worked closely with the production department and external typesetters to ensure rigorous standards of accuracy were met
- Worked in tandem with the DBA to ensure the accuracy and consistency of a large MS SQL database containing over one million records
- Advised on usability issues during the development a newly launched web-product

Jan 2004 – Dec 2004, **Editorial Assistant**, Dec 2004 – Nov 2005, **Assistant Editor**, AP Information Services

- Assisted in the research and compilation of business directories to predefined standards and strict deadlines
- Acted as Editorial contact for advertisers: dealt with queries, edited promotional copy, created and distributed proofs, logged returns and chased copy
- Carried out a user survey involving: designing questionnaire, mail-merge using Access and Word, collating, analysing and presenting the results using Excel/Powerpoint

Feb 2003–Dec 2003, **Editorial Assistant**, Nielsen BookData

- Created and amended bibliographic records used by libraries and booksellers such as Amazon and Waterstones, maintaining excellent standards of spelling and grammar and meeting rigid and challenging deadlines
- Built strong working partnerships with publishers. This involved networking with publishers in person at such events as the London Book Fair

EDUCATION

City University **MSc Electronic Publishing, Distinction (expected)** (2007-08)

The University of Bedfordshire **BA English Literature and Media Practices with Honours, First Class** (1998-2001)

4 A levels including **English Literature (A), Geography (B), Media Studies (B)** (1996-98)

9 GCSEs grade C and above including **Maths and English (3 grade As)** (1996)

INTERESTS

Sport: I play Sunday league football for a local team and have played in industry competitions such as the Book Fives five-a-side tournament.

Writing: I have written numerous film, book and music reviews for the BookData staff online magazine and enjoy creative writing (mostly comedy) and blogging in my spare time.

References available upon request.