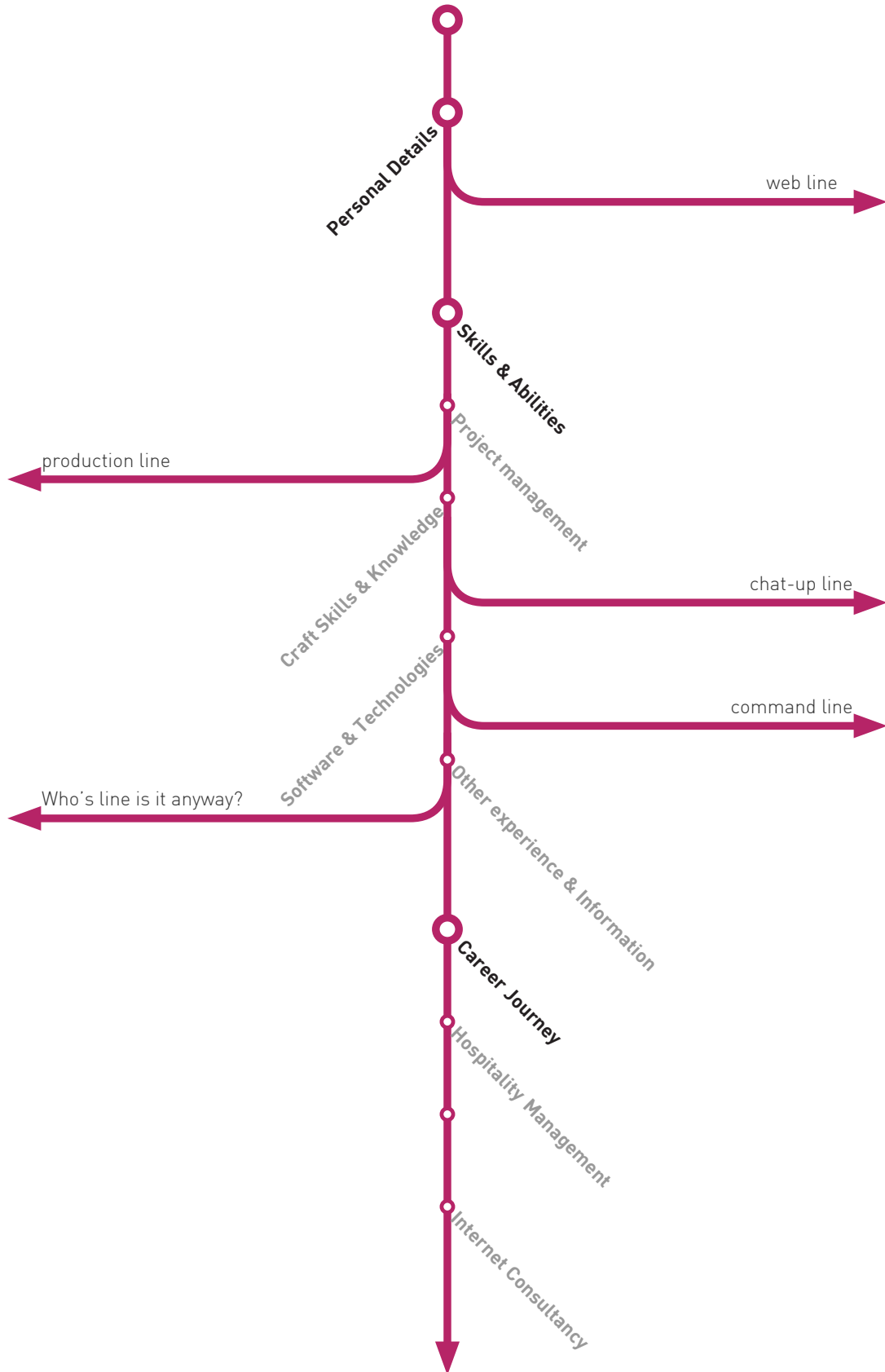


keithmountfield curriculumvitae



personal detail

I am an internet consultant & project manager with a variety of skills enabling me to complete a wide range of activities of varying sizes and complexity.

I have well developed interpersonal skills that enable me to work well with clients on a variety of levels

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Person in a paragraph...

Being a highly extravert person, I am comfortable liaising with clients at all levels and have spent the majority of my career in customer facing industries.

This has provided me with the ability to assist clients in creating an effective and profitable approach to their online activities whether through their web site, online marketing or social networking, which is fully integrated into their overall marketing strategy.

On technical and creative levels I have the ability to understand the tensions between design requirements, user interaction, information architecture and technical limitations to work with

a team or individually to define and produce the best solution for a client given their available resources.

I have gained this understanding through a number of years producing web sites from the ground up, developing custom applications along with creating visual elements ranging from small parts of the look and feel of a site through to the overall design concepts. More recently this has enabled me to provide more managerial services to ensure that the projects I have been involved with have been delivered on time and on budget.

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skills&abilities

Working across more than one industry during my career has provided me with a wide ranging skill set.

Skills for larger projects (Management Skills)

Strong interpersonal skills

As a result of many years in client facing industries ranging from catering to leadership training and team building I am able to engage with and relate to most people. This enables me to be highly effective when working closely with a client to either establish their requirements, present ideas or develop the content of a project.

I also have the ability to both lead and participate extremely effectively in brainstorming and workshop sessions both in house and with clients.

A Broad understanding of both creative and technical issues

Although I come from what is primarily a technical background I have a strong understanding of visual design and the ability to put that into practice. This enables me to work effectively with both creative and technical team members, particularly in ensuring that both areas needs are satisfied as much as possible to create the best results for the client.

Highly effective analytical mind

Both in the planning stages of a web site or problem solving during the production phase of a project, I am able to break an issue down into it's component parts for easier analysis and resolution.

Able to view the big picture as well as task detail

Experience gained on a variety of projects has enabled me to undertake all aspects of an operation, from the detailed design phase to the overall project control, ensuring that all specifications and quality standards are satisfied.

Produce & Maintain Project Documentation

The larger projects in which I have more recently been involved have required detailed interaction between remote development and design teams as well as international clients. It has been my responsibility to ensure a smooth information flow and delivery.



Skills for smaller projects (Hands-On Skills)

Excellent knowledge of technical aspects of web design and development

I have strong coding skills particularly in XHTML & CSS enabling me to build sites whose code is clean, semantic and accessible where required.

Strong skills in most industry standard applications

I have worked with most Adobe applications through several versions up to and including CS3, primarily on PC, though more recently have used a mac occasionally.

Although, as you will see from the skill summaries above, I have a more technical background, I do have a reasonably good level of design skill. This has often enabled me to offer solutions to technical issues thrown up by a designer's comp.

A high level of understanding in various aspects of online marketing

I have been involved in online marketing in some form since 2003. This has given me an in depth

understanding of how search engines rank sites, how good 'sales' emails should be structured, how to assess online marketing returns and more recently how to leverage social networking sites such as facebook and myspace for business purposes.

Well developed skills in photography

I would describe myself as a good amateur photographer. I have, in the past, specialised in landscape and sailing photography, however have more recently developed my skills in product photography and am able to offer this service to clients who do not have the time or skills required to create good quality images for their ecommerce site.

Good Content Creation and Fine-tuning ability

Strong written language skills and a good understanding of specific aspects of writing for the web enable me to write good content for clients' sites particularly when target audiences who respond to a specifically styled messages.

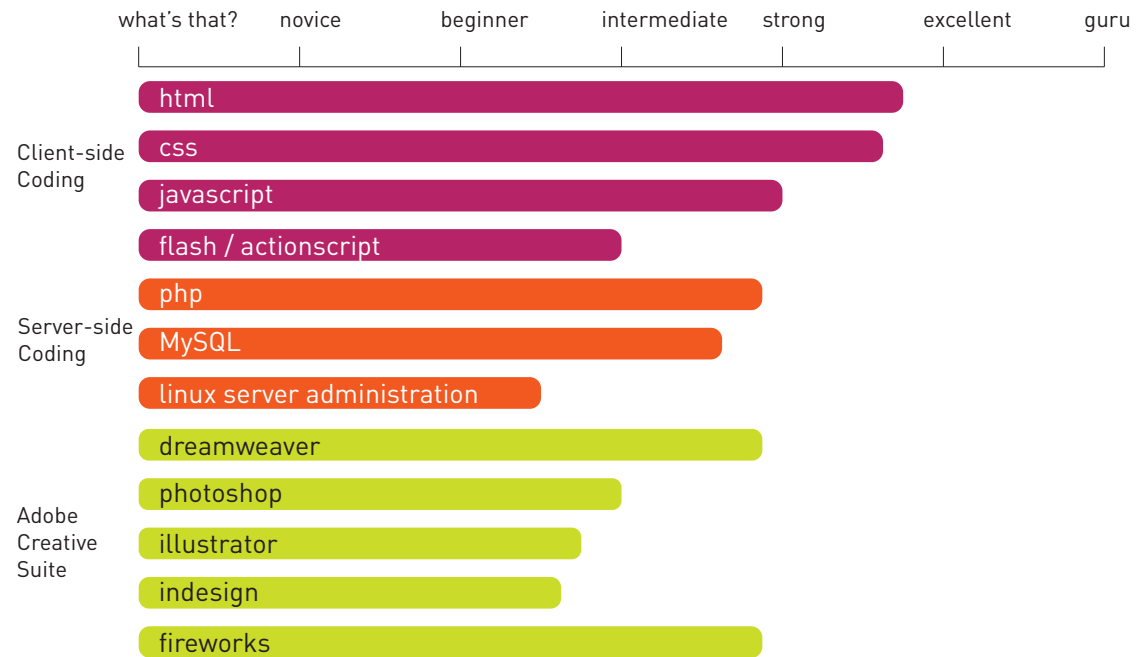
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skills&abilities

I am skilled in a number of technologies and software applications.

Software & Technology Competency



Other Relevant information & Experience

Alfresco

Alfresco is an enterprise content management system available as an open source project. I selected, implemented and managed this for Immersive Projects as a way to manage, deliver and update files delivered to clients.

Paypal IPN

In 2005 I implemented the first online payment system used for falmouth week, updating it in 2006 to integrate with a Joomla powered web site.

Web Cams

I have scoped, delivered and installed a number of external web cams for clients' sites including Wycombe District Council.

Joomla

I have set up and created custom templates for a number of Joomla powered web sites.

Wordpress

My own business blog (www.digital-landscape.co.uk) is managed with Wordpress, probably the most effective open source blogging tool available.

Custom CMS

I have written, over a period of 3 years, a custom CMS that can be tailored specifically to a client's needs and the design requirements of a project.

Other CMSs

I have a good working understanding of a number of open source and commercial content management systems through evaluating them in relation to clients' needs. This includes Typo3, DonNetNuke, SimleCMS, OSCommerce & Drupal.

Who's Line is it anyway?



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career journey

An unconventional route in the creative industry give me a uniquely rounded perspective.

This enables me to take a holistic view on projects, their goals and what steps may be needed, both in production and post production activities, such as marketing and maintenance, to achieve those goals.

time line

Part 1: Hospitality

The first stage of my career was in the catering industry working my way up over a 7 year period to managing pubs, clubs and restaurants. Finally managing a restaurant specialising in English wines with an approximate annual turnover between £75 000 & £100 000 per annum.

What have a gained from this part of my career?

This period of my career, in addition to acquiring the the knowledge of small business marketing and general management, gave me the opportunity to develop my interpersonal skills, both with clients and colleagues.

People Skills
Leadership
Management
Marketing
Under Pressure

Part 2: Adventures Afloat

After studying for an HND in marine leisure management I chose to sail full time undertaking various international deliveries as well as teaching and skippering a large number of corporate events, both social and more structured leadership and team-building courses. Clients included Microsoft, Bank of America, BT, Ericsson & BAe.

Personal Development?

This part of my career taught me a lot about myself, a self starter with stamina, confidence and the ability to look at all aspects of a scenario to arrive at a plan of action. I was also able to gain valuable experience in group dynamics and working with people in very intense situations.

More Leadership
Team Leadership
Group Building
People Dynamics
Presentations

Part 3: Life online

I was brought back ashore in 2002 by a job offer from a local web design agency looking for someone to develop their online marketing operation. During this appointment I was able to gain extensive knowledge in search engine optimisation, keyword strategies and other online marketing methods.

Following this I spent 4 years as a freelance web designer building a large number of sites. During this period I developed an in depth knowledge of a number of areas of internet technology along with a good understanding of design, particularly for screen, though I did undertake some small print design projects.

Towards the end of 2007 I began working with Immersive Projects. This gave me the opportunity to work on larger scale projects, concentrating more on the definition, planning, architecture and user interaction aspects of large scale web sites. Though I continued to undertake the 'hands-on' activities on smaller projects.

I was also called on to take a more managerial role in larger projects acting as the liaison between the project team and the client as well as working with clients on detailed aspects of each project. Our major clients included cafe.com, a casual gaming site aimed at the American market, matrix42, a Frankfurt based IT company and Ellisons, a UK national wholesaler to the hair and beauty industry.

When, in January 2009, Immersive Projects closed, and having been contacted by a number of former clients, I took the opportunity to return to freelance work. I was also asked to continue working with some of the Immersive clients. This enables me to remain living in Cornwall while travelling to work with clients when it is advantageous for them to work with me face-to-face.

Design
Development
Info-Architecture
Project Management
Online Marketing
SEO
Website Analysis
New Technologies
Process Control

Fully Rounded

It is this wide variety of experience I have that enables me to bring a wide number of useful skills to any project. My recent time with Immersive Projects has enabled me develop skills in the management and planning of significantly larger projects than previously.

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