

Curriculum Vitae

Brett Grubb
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Self Employed Web Developer and Camera Operator

April 2008 – Present

Design, build and development of both HTML and PHP based websites for small business. Freelance Camera Operator.

Duties :

- Develop the online presence and ranking of clients websites
- Researching and acquiring suitable domain names
- Industry research, competitor analysis and market research
- Design and build of bespoke websites to excel within the client's respective industry sector
- Keyword and Key Phrase research and strategic implementation for on-page content and META
- Internal link building
- Developing websites according to metrics using Google Analytics and Webmasters Tools
- Setup, tracking and optimizing of PPC campaigns using Google AdWords
- Mentoring clients on search engine basics in order to improve clients industry sector understanding, particularly as relates to website content, keywords and scope of works
- Keeping websites up to date according to browser requirements
- Writing press releases, articles and website content management
- Product photography as required

Relevant competencies :

- Knowledge of site design, ranking methods, video search, geo targeting
- Understanding of differing web browsing technologies
- Content writing, including working within the constraints of small text adverts
- Good working knowledge of HTML, PHP, CSS and Javascript
- Utilizing 'White Hat' practises
- Website accessibility and usability consultation
- Strong accuracy and attention to detail
- Dreamweaver, Flash, Notepad++, Photoshop
- MS Word, Excel and CMS software
- Google Adwords, Google Business, Google Places, Google Maps, Webmasters Tools
- Goal development for conversion rates and return on investment
- Remote support and advice for clients
- Ability to translate complex technical process information to the client

Technical Operator for 3Sixty Media and Granada Television

October 2004 – March 2008

My duties here were Studio Camera Operating and also On-Location Camera Assisting for dramas such as

Coronation Street, Emmerdale, The Royal and Heartbeat.

Studio Camera Mentor for 3Sixty Media at Granada Studios

March 2005 – February 2007

I was head-hunted by Matthew Cleary of 3Sixty Media to oversee the professional development of around 20 graduates.

My role mainly covered the technical training and supervision of each trainee technical operator for live television camera operating.

The initial brief was to convert people with virtually no real life television experience into competent studio technical operators.

The greater majority of these technical operators have gone on to work for successful broadcasters, several of which are currently at Manchester's Media City.

Professional Summary

I pride myself on excellent client retention. In both new media and broadcast I have succeeded in significantly increasing both the company turnover and respective profit margins. At Granada Studios I contributed greatly toward winning a several million pound contract alongside mentoring and developing the skills of junior studio technical operators. Online I have continued to develop and embrace the ever changing technologies and translate that into client business success.

Personal Summary

I consider myself to be a creative and professional individual with a warm, outgoing and positive attitude. I pay attention to detail and always strive to attain high standards in whatever I do.