

# Tom Atkinson

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Full stack developer | Digital marketing manager

Area of Skill	Skill	Years	Work Experience
Javascript	EXPERT	20	Young + Shand, Awaken, Pay2C, CrowdCourier.cc
NodeJS	EXPERT	3	AminoSee DNA Viewer, CrowdCourier.cc
ReactJS	EXPERT	3	Young + Shand, Awaken, Pay2C, CrowdCourier.cc
Meteor	EXPERT	3	Pay2C, CrowdCourier.cc
Ionic	EXPERT	3	Awaken.guru
jQuery	EXPERT	8	First Rate, Stray Travel, ACP Media, Search Republic, PureSEO
Regular Expressions	EXPERT	8	First Rate, Stray Travel, ACP Media, Search Republic, PureSEO
WordPress	EXPERT	8	20 sites live presently at tomachi.co/wordpress-site-examples
Nginx	EXPERT	4	Pay2C, CrowdCourier.cc
Web Analytics	EXPERT	8	First Rate, Stray Travel, ACP Media, Search Republic, PureSEO
Google Adwords	EXPERT	8	First Rate, Stray Travel, ACP Media, Search Republic, PureSEO
Search Eng Optimisation	EXPERT	8	First Rate, Stray Travel, ACP Media, Search Republic, PureSEO
Mongodb	HIGH	2	Young + Shand, Awaken, Pay2C, CrowdCourier.cc
Redux	HIGH	2	Young + Shand
Webpack	HIGH	2	Young + Shand
Express	HIGH	2	Young + Shand
Apache	EXPERT	12	Root on a Sun Solaris at IHUG
MySQL	GOOD	12	Stray Travel, Tomachi Corporation
Git	GOOD	8	Young + Shand, Stray Travel, Spaceships Campervan Hire, Tomachi Corp
Silverstripe	GOOD	3	Stray Travel, iMall / Search Republic
AWS	GOOD	4	Tomachi Corporation
DevOps	GOOD	5	Tomachi Corporation
Account Management	GOOD	4	First Rate, PureSEO, Y+S
PHP	GOOD	12	All of them
LAMP Stack	GOOD	12	All of them, incl Advantage Group Ltd
Online Marketing	EXPERT	12	IHUG using Slackware, Redhat, Debian
Copywriting	GOOD	1	Writing for NZ Musician Magazine in 2003/4
Video Edit	HIGH	1	7 music videos for various NZ bands at youtube.funk.nz
Audio	HIGH	20	8 albums worth of recording engineering mixing
Web Design	HIGH	20	Advantage Group Ltd (now Provenco)
Adobe Creative Suite	HIGH	20	All of them
Drummer	EXPERT	26	Breaks Co-op, SJD, 'one million dollars'

## Qualifications

2013	Google Adwords Professional	2001	Macromedia ColdFusion
2013	Google Engage training event	1999	Macromedia Flash 4
2011	Google Think:Travel Sydney AU	1997	Video editing Whitecliffe Col.
2011	Google Certified Professional	1997	Java Programming Auck. Uni.
2009	Google Adwords Professional	1995	Bach. in VisCom Design Unitec
2009	Google Analytics Individual Qual	1995	Silicon Graphics Alias
2009	Adobe Flash Forward conf.	1994	A Bursary Selwyn College
2008	Search Engine Bootcamp conf.	1994	AIT AutoDeskAnimator
2007	Google Certified Professional	1993	AutoCadR12 Manukau Poly.
2005	<b>Tutor</b> National Cert Computing (NZQA) SGS Travel & Tourism College		Full motorcycle and car manual

With 20 years of high-end Internet production experience, I'm a guru of digital engineering. As director of Tomachi Corporation I consult with my clients on the setup and editing of websites, analytics, social media and now crypto-mining and storage farming. Recent work involves in-house projects to create an NZD pegged Ethereum token with exchange, and React Native web apps that utilise blockchain deeply for voting, social delivery platform, and a WordPress plugin for Solarnetwork.nz.

I've worked with over 140 clients such as Fletcher Building, Snowplanet, Trustpower, Search Republic, including as Fullstack Developer in 2017 on contract to YoungShand in customs street, Online Marketing Manager for Stray / Spaceships and Search Republic; SEO Manager for ACP Media's Trader Group; as a consultant at formerly First Rate now known as First Digital.

## Key Skills

- ▶ NodeJS, Angular and React Full-stack JavaScript Developer
- ▶ Experience deploying ERC20 Tokens and Smart Contracts in Solidity
- ▶ Familiar with crypto frameworks Truffle, Zeppelin, web3, Ethjs
- ▶ JS frameworks Meteor, Angular, React, Bootstrap, PostCSS, Webpack
- ▶ Search Engine Optimisation and Internet Marketing
- ▶ Google Adwords and Analytics certified since 2007
- ▶ Advanced use of JavaScript, HTML, CSS
- ▶ Experience with Python, PHP, Apache, Nginx, MySQL, Monogdb and Linux admin
- ▶ Master of Adobe Creative Suite and general net ninja

## Employment and Work Experience

### Fullstack Developer – CrowdCourier – [crowdcourer.cc](http://crowdcourer.cc)

September 2017 – present

Crowd Source Courier is a social delivery network powered by a location-aware web app. It's strapline is touted as "Let your customers by your courier". I have built the entire alpha site that is presently live.

### Senior Frontend Developer – YoungShand Ltd – [youngshand.com](http://youngshand.com)

August 2017 – October 2017

3 month fixed term contract architecting front-end development of websites, digital campaigns, apps and other digital media solutions, delivering an engaging front-end experiences using React.

### Fullstack Developer – Tomachi Corporation – [tomachi.co](http://tomachi.co)

February 2016 – present

Begin work on in-house projects: Ethereum oracle called **Bankerbot** that uses CasperJS to scrape bank accounts data from Kiwibank via a data access user; The Awaken Project for Direct Democracy with private verifiable voting; create spec for the [CrowdCourier.cc](http://CrowdCourier.cc) social delivery network mobile location-aware web app.

**Director** – Tomachi Corporation – [tomachi.co](http://tomachi.co)

February 2014 – present

Freelance website design, WordPress site maintenance, Social Media Management and e-Business Consulting, Audio/Video. Production. During this time worked on projects:

Solar Network NZ	– <a href="http://solarnetwork.nz">solarnetwork.nz</a>	(WP site and forum)
Student Internships NZ	– <a href="http://internships.co.nz">internships.co.nz</a>	(ecommerce WP site)
Aspire Property Management	– <a href="http://aspireproperty.co.nz">aspireproperty.co.nz</a>	(Adwords)
Big Brands Online	– <a href="http://bigbrandsonline.co.nz">bigbrandsonline.co.nz</a>	(devops)
Playtech	– <a href="http://playtech.co.nz">playtech.co.nz</a>	(Google Analytics)
Awaken Direct Democracy Project	– <a href="http://awaken.guru">awaken.guru</a>	(NodeJS development)
LendingTalk	– <a href="http://lendingtalk.nz">lendingtalk.nz</a>	(WP site setup)
Raven Arts Ltd - stock options contract	– <a href="http://raven.tomachi.co">raven.tomachi.co</a>	(contract writing)
☒ Aum Productions	– <a href="http://aum.co.nz">aum.co.nz</a>	(WP site setup)
Static HTML code homepage redesign	– <a href="http://funk.co.nz">funk.co.nz</a>	(high-end html5 layout)

**Senior Digital Marketing Consultant** – Pure SEO – [www.pureseo.co.nz](http://www.pureseo.co.nz)

March 2013 – February 2014

**Online Marketing Manager** – Stray and Spaceships [www.straytravel.com](http://www.straytravel.com)

September 2011 – December 2012

Oversee all SEO, paid search marketing, email, support social marketing staff, design link building campaigns, advise on how to improve website marketing effectiveness through advanced Google Analytics configurations, conducting accessibility and usability testing to identify problem areas onsite.

**Freelance Web Work**

June 2011 – September 2011

SEO work for Localist via ClickThrough SEO agency, Flash editing for Spookworld, Local Business Consulting clients (Dramarama, Mello Café, Liquorbox Wine), Partner with Ballantyne Taylor (B2B marketing agency) in the setting up of an online marketing division.

**Online Marketing Manager** – Search Republic [www.searchrepublic.co.nz](http://www.searchrepublic.co.nz)

January 2010 - June 2011

Initially employed as Adwords Specialist, promoted to Online Marketing Manager to reflect the full scope of responsibilities of adwords, advanced analytics configuration, usability testing, seo, link building, email marketing, conversion rate optimisation, social media.

**SEO Manager** – Trader Group / ACP Media Ltd – [www.autotrader.co.nz](http://www.autotrader.co.nz)

July 2009 – January 2010 1 yrs.

6 month fixed term contact doing pure on-page SEO recommendations for the Trader Group range of websites, and assisting with implementation of previously commissioned SEO from outside agencies, install and configure automated ranking measurement software (AWR).

**Internet Marketing Consultant** – First Rate Ltd – [www.first-rate.com](http://www.first-rate.com)

December 2006 – July 2009 3 yrs.

Working in a team of consultants providing search marketing campaign research, setup, maintenance, reporting to clients, strategy development, email marketing, analytics.

**Drummer** for Breaks Co-op UK Tour  
April 2006 – September 2006

**Business Computing Tutor** – Sir George Seymour College of Travel – [sirgeorge.co.nz](http://sirgeorge.co.nz)  
2005 – April 2006

Tutored adult students on MS Windows OS theory and Office applications to NZQA National Certificate in Computing Level 3.

**Freelance Website Designer**  
2002 – 2005

producing Flash and HTML websites for Auckland District Health Board, Paradigm Design, The Learning Curve, Vodafone, Lateral Profiles, and The Hearing House Charitable Trust. Worked with Lateral Profiles to produce an online Flash that connects remotely for New Zealand's first live SMS Txt-2-Screen installation at the Vodafone X-Air event in Wellington 2002. Texts sent by partygoers were screened almost instantaneously on a large projector screen at the event

**HTML Production Designer** – Advantage Group Ltd  
2000 – 2002

I worked in a successful team employed by several major clients, including Sanitarium, Meridian Energy and Waitakere City Council. Worked closely with art directors to produce sites to their designs in Photoshop and Illustrator.

[www.meridianenergy.co.nz](http://www.meridianenergy.co.nz)  
[www.sanitarium.co.nz](http://www.sanitarium.co.nz)  
[www.sanitarium.com.au](http://www.sanitarium.com.au)  
[www.skycity.co.nz](http://www.skycity.co.nz)  
[www.waitakere.govt.nz](http://www.waitakere.govt.nz)

[www.whitepages.co.nz](http://www.whitepages.co.nz)  
[www.yellowpages.co.nz](http://www.yellowpages.co.nz)  
[www.zfree.co.nz](http://www.zfree.co.nz)  
[www.ztalk.co.nz](http://www.ztalk.co.nz)

**Web Team** – IHUG – [www.ihug.co.nz](http://www.ihug.co.nz) (now [vodafone.co.nz](http://vodafone.co.nz))  
Produced websites for clients such as The International Laugh Festivals ('98 and '99)  
Unix root admin running Apache on Solaris using SSH. 1997-2000

**Camera operator** – Toonz Animation Ltd – Cell-based animation studio work for The Third Pig and several episodes of the successful Disney children's television series Timon and Pumba. Operate Amiga2000 line test system. 1995-1996

- ▶ Full NZ driving license
- ▶ Full Motorcycle license
- ▶ 80 Words per minute typing speed

**References:**

**Mike Ballantyne**  
Director  
Search Republic  
09 950 2633  
[mike@searchrepublic.co.nz](mailto:mike@searchrepublic.co.nz)

**Hannah Cornwell**  
Director Digital Strategy  
CrowdCourier.cc  
021 436 007  
[hannah@liason.co.nz](mailto:hannah@liason.co.nz)

**Kevin Barreau**  
Fullstack Developer  
Young+Shand  
09 282 4680

Google Certification Program

Official Google certification profile:  
LinkedIn Profile:  
Corporate website:

[tomachi.co/about/hire-me](http://tomachi.co/about/hire-me)  
[linkedin.com/in/tomatkinson](https://linkedin.com/in/tomatkinson)  
[tomachi.co](http://tomachi.co)

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