


Tom Atkinson

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Building websites since 1998... and now smart contracts and blockchains

With 20 years of high-end Internet production experience, Tom is a guru of digital engineering. As director of Tomachi Corporation he consults with his 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.

He has worked with over 140 clients such as Fletcher Building, Snowplanet, Trustpower, Search Republic. Tom has previously worked as Fullstack Developer 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

- 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

Senior Frontend Developer – YoungShand Ltd – 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

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; CrowdCourier.cc social delivery network mobile location-aware web app.

Director – Tomachi Corporation – tomachi.co – Freelance website design, WordPress site maintenance, Social Media Management and e-Business Consulting, Audio/Video. Production.

February 2014 – present

During this time:

Aspire Property Management	– aspireproperty.co.nz	(Adwords)
Big Brands Online	– bigbrandsonline.co.nz	(devops)
Playtech	– playtech.co.nz	(Google Analytics)
Awaken Direct Democracy Project	– awaken.guru	(NodeJS development)
LendingTalk	– lendingtalk.nz	(WP site setup)
Raven Arts Ltd - stock options contract	– raven.tomachi.co	(contract writing)

ANALYTICS ADWORDS
AUTHORIZED QUALIFIED
CONSULTANT INDIVIDUAL
 

∞ Aum Productions – aum.co.nz (WP site setup)
Static HTML code homepage redesign – funk.co.nz (high-end html5 layout)
Solar Network NZ – solarnetwork.nz (WP site and forum)

Senior Digital Marketing Consultant – Pure SEO – www.pureseo.co.nz
March 2013 – February 2014

Online Marketing Manager – Stray and Spaceships 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

SEO work for Localist via ClickThrough SEO agency, Flash editing for Spooksworld, 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
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
July 2009 – January 2010

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
December 2006 – July 2009

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
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 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. 2002-2005

HTML Production Designer – Advantage Group Ltd. 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. 2000-2002

www.meridianenergy.co.nz
www.sanitarium.co.nz
www.sanitarium.com.au
www.skycity.co.nz
www.waitakere.govt.nz

www.whitepages.co.nz
www.yellowpages.co.nz
www.zfree.co.nz
www.ztalk.co.nz

Web Team – IHUG – www.ihug.co.nz (now 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

Qualifications

2013 Google Adwords Professional
2013 Attend Google Engage training events
2011 Attend Google Think:Travel training conference Sydney, Australia
2011 Google Certified Professional
2009 Google Adwords Professional
2009 Google Analytics Individual Qualification
2009 Attend Adobe Flash Forward conference
2008 Attend Search Engine Bootcamp conference
2007 Google Certified Professional
2005 Tutor for National Certificate in Computing (NZQA), SGS Tourism College
2001 Macromedia ColdFusion level 1, Delta Software Ltd.
1999 Macromedia Flash 4, Native Design Institute.
1997 Digital video editing course, Whitecliffe College of Art and Design.
1997 Computer science paper 415.101 Java Programming, Auckland University.
1995 First year studies for Bachelor in Design (Visual Communications) at Unitec.
1995 Alias PowerAnimator Level 1, Unitec Silicon Graphics lab.
1994 A Bursary
1994 Computer Animation, AIT, using AutoDeskAnimator.
1993 Introduction to CAD, Manukau Polytechnic, using AutoCadR12.

Hobbies, Interests and Achievements

Broadcast Film and Video: Edited for broadcast on Max TV both a comedy skit for duo Sugar & Spice, and a music video. Youtube music videos in Adobe Premiere for bands The Roughness, Tomachi, and The Triptonites; screen captures with voice over.

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

References:

Kevin Barreau
Fullstack Developer
YoungShand
09 282 4680

Richard Conway
Director
Pure SEO Ltd
09 972 1453

Mike Ballantyne
Director
Search Republic
09-950 2633

Official Google certification profile:
 LinkedIn Profile:
 Corporate website:

tomachi.co/about/hire-me
linkedin.com/in/tomatkinson
tomachi.co

Skills Matrix

Skill	Cat	Work Experience
Account Management	AGENCY	First Rate, PureSEO, Y+S
Adobe Creative Suite	DESIGN	All of them
Audio	DESIGN	8 albums worth of recording engineering mixing
Copywriting	DESIGN	Article Writing for NZ Musician Magazine in 2003/4
Drummer	DESIGN	Breaks Co-op, SJD, 'one million dollars'
Video Edit	DESIGN	7 music videos for various NZ bands at youtube.funk.nz
Web Design	DESIGN	Advantage Group Ltd (now Provenco)
Express	DEV	Young + Shand
Ionic	DEV	Awaken.guru
jQuery	DEV	First Rate, Stray Travel, ACP Media, Search Republic, PureSEO
Meteor	DEV	Pay2C, CrowdCourier.cc
Mongodb	DEV	Young + Shand, Awaken, Pay2C, CrowdCourier.cc
NodeJS	DEV	Young + Shand, Awaken, Pay2C, CrowdCourier.cc
PHP	DEV	All of them
ReactJS	DEV	Young + Shand, Awaken, Pay2C, CrowdCourier.cc
Redux	DEV	Young + Shand
Regular Expressions	DEV	First Rate, Stray Travel, ACP Media, Search Republic, PureSEO
Source Control	DEV	Young + Shand
Webpack	DEV	Young + Shand
WordPress	DEV	20 sites live presently at tomachi.co/wordpress-site-examples
Apache	DEVOPS	Root on a Sun Solaris Sparcstation at IHUG
Automation	DEVOPS	Tomachi Corporation
AWS	DEVOPS	Tomachi Corporation
CMS	DEVOPS	WordPress, Joomla, Drupal, SilverStripe
DevOps	DEVOPS	Tomachi Corporation
Joomla	DEVOPS	Stray Travel, First Rate
LAMP Stack	DEVOPS	All of them, incl Advantage Group Ltd
Linux server admin	DEVOPS	IHUG using Slackware, Redhat, Debian
MySQL	DEVOPS	Stray Travel, Tomachi Corporation
Silverstripe	DEVOPS	Stray Travel, iMall / Search Republic
Google Adwords	MARKETING	First Rate, Stray Travel, ACP Media, Search Republic, PureSEO
Online Marketing Manager	MARKETING	Stray Travel, Spaceships Campervan Hire, Search Republic/iMall
Search Optimisation	MARKETING	First Rate, Stray Travel, ACP Media, Search Republic, PureSEO
SEO Manager	MARKETING	ACP Media, iMall Brands
Web Analytics	MARKETING	First Rate, Stray Travel, ACP Media, Search Republic, PureSEO