

Tom Atkinson

tom@tomachi.co 021 257 6422

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 Ads	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	8 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

2018	Google Ads Professional	Computing (NZQA) SGS Travel & Tourism College
2013	Google Adwords Professional	
2013	Google Engage training event	2001 Macromedia ColdFusion
2011	Google Think:Travel Sydney AU	1999 Macromedia Flash 4
2011	Google Certified Professional	1997 Video editing Whitecliffe Col.
2009	Google Adwords Professional	1997 Java Programming Auck. Uni.
2009	Google Analytics Individual Qual	1995 Bach. in VisCom Design Unitec
2009	Adobe Flash Forward conf.	1995 Silicon Graphics Alias
2008	Search Engine Bootcamp conf.	1994 A Bursary Selwyn College
2007	Google Certified Professional	1994 AIT AutoDeskAnimator
2005	Tutor of National Cert	1993 AutoCadR12 Manukau Poly.

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. Recently I created the AminoSee DNA viewer, researched creating an Ethereum token exchange, learnt about React Native, and wrote 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 Young+Shand 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, React, VueJS, Angular, Bootstrap, PostCSS, Webpack
- ▶ Search Engine Optimisation and Internet Marketing Guru
- ▶ Google Ads and Analytics certified since 2007 holding current certification
- ▶ Advanced use of JavaScript, HTML, CSS
- ▶ Experience with PHP, Python, Apache, Nginx, MySQL, Monogdb and Linux admin
- ▶ Master of Adobe Creative Suite and general net ninja
- ▶ Pro drummer and pianist, with 7 albums and 4 international tours
- ▶ Full motorcycle and manual car driving license
- ▶ 80 words per minute typing speed

References:

Mike Ballantyne

Director
Search Republic
09 950 2633
mike@searchrepublic.co.nz

Hannah Cornwell

Director Digital Strategy
CrowdCourier.cc
021 436 007
hannah@liason.co.nz

Kevin Barreau

Fullstack Developer
Young+Shand
09 282 4680

Github Profile

github.com/tomachinz

Stack Overflow Profile:

stackoverflow.com/cv/tomachi

Recruitment Profile:

tomachi.co/about/hire-me

LinkedIn Profile:

linkedin.com/in/tomatkinson

Google Ads Certification

academy.exceedlms.com/student/award/21752800

Google Certification Program



Employment and Work Experience

Fullstack Developer – CrowdCourier – crowdcourer.co

September 2017 – present Social delivery network / job dispatch which
"Let your customers by your courier". A location aware mobile business web app.

Fullstack Developer – Tomachi Corporation – tomachi.co

February 2014 – 2018 Freelance web dev, e-Business Consultant,
Audio/Video Production, Blockchain.

V energy drink for Young+Shand agency	– v.co.nz	(ReactJS)
AminoSee DNA Viewer	– aminosee.funk.nz	(genomics project)
Solar Network NZ	– solarnetwork.nz	(WP site and forum)
Student Internships NZ	– internships.co.nz	(ecommerce WP site)
Aspire Property Management	– aspireproperty.co.nz	(Google Ads)
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	– raven.tomachi.co	(contract writing)
☸ Aum Productions	– aum.co.nz	(WP site setup)
Responsive HTML homepage redesign	– funk.co.nz	(high-end html5 layout)

Senior Digital Marketing Consultant – Pure SEO – www.pureseo.co.nz

March 2013 – February 2014 A small business "Whitehat SEO" shop, we also did
Google Analytics and Adwords.

Online Marketing Manager – Stray and Spaceships www.straytravel.com

September 2011 – December 2012 "Boss of traffic enlargement" involved
developing our ecommerce website, SEO, paid search, email, social marketing,
customer service, reputation management.

Freelance Web Work

June 2011 – September 2011 Local Business Consulting clients Spooksworld ,
Dramarama, Mello Café, Liquorbox Wine, Ballantyne Taylor, Localist (via ClickThrough
SEO agency).

Online Marketing Manager – Search Republic www.searchrepublic.co.nz

January 2010 - June 2011 Initially Adwords Specialist, promoted to Online
Marketing Manager, \$1M+ Google Ad budgets, advanced analytics, usability, SEO, email,
site optimisation, social media.

SEO Manager – Trader Group / ACP Media Ltd – www.autotrader.co.nz

July 2009 – January 2010 6 month contract SEO for the Trader Group range of
websites

Internet Marketing Consultant – First Rate Ltd – www.first-rate.com

2006 – 2009 Search marketing campaign research, setup, maintenance, reporting,
strategy development, email marketing, user analytics. I was likely the first person in
New Zealand to sit the Google Analytics exam.

Drummer for hit group *Breaks Co-op* on NZ, Australia, UK and Ireland Tour

2005 – 2006

Business Computing Tutor – Sir George Seymour College of Travel – sirgeorge.co.nz

2005 – April 2006

Freelance Website Designer

2002 – 2005 Clients: Auckland District Health Board, Paradigm Design, The Learning Curve, Vodafone, Lateral Profiles, and The Hearing House Charitable Trust, Tititiri Matangi Bird Centre – Interactive touch screen bird call memory game: funk.nz/tiri

HTML Production Designer – Advantage Group Ltd

2000 – 2002

Hand-coded static and 100% custom dynamic sites produced from Photoshop artwork:

www.meridianenergy.co.nz

www.whitepages.co.nz

www.sanitarium.co.nz

www.yellowpages.co.nz

www.sanitarium.com.au

www.zfree.co.nz

www.skycity.co.nz

www.ztalk.co.nz

www.waitakere.govt.nz

Web Team – IHUG (dialup ISP) – www.ihug.co.nz (now vodafone.co.nz) 1997-2000

Camera operator – Toonz Animation Ltd – Cell-based animation studio. 1995-1996