

Daryl Summers

Curriculum Vitae

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Profile

I am a self-motivated individual with excellent communication, interpersonal and time management skills. I always work to my full potential and I thrive from all challenges given to me daily, either individually or as part of a team. I prosper in all situations with various organisational pressures, ensuring I meet strict targets and deadlines to the very best of my abilities with the willingness to learn new and develop on my existing skills.

Work History

Co-Owner & Platform Developer – Summers Property Inventories Limited (*January 2014 onwards*)

- Identified a niche in the private rental market and developed a web-based property inspection reporting platform called iSpi and brought it to market for letting agents, landlords and tenants. It provided the opportunity for clients to manage their properties, appointments and inspection reports online. Over 2,500 reports created since 2014 with more than 15 clients and the support of self-employed clerks and administrators.
- iSpi was created with HTML5, CSS3, jQuery, PHP and MySQL using mobile-first responsive design.
- iSpi provided the ability to compile property inspection reports in real-time using a web browser on any internet enabled device. Each report was assigned a unique passcode where clients could view the reports online.
- Created and maintained the company website with a strong focus on SEO to increase visitor traffic and engagement to generate new business. Google Analytics and Google Ads were also utilised.
- Ongoing technical support for iSpi and the company website with regular upgrades, maintenance and content. Created all company graphics and designed all the marketing materials for digital and printed mediums.
- General administration duties including liaising with new and existing clients through business networking events, bookkeeping, invoicing, diary management and customer support via email and telephone.

Web Developer & Department Supervisor – SiteWizard.co.uk (*September 2011 to January 2014*)

- Department Supervisor for the website design and development teams. This involved managing queue times, generating sales quotes, staff training, developing and integrating new business strategies with other managers.
- Engaging with customers and designing website mock-ups using Adobe Photoshop by following the brief. Coding them manually using HTML, CSS, jQuery and integrating the in-house CMS, whilst utilising responsive design.
- Regular website amendments including content editing and upgrading websites to become mobile responsive.
- Testing new and existing websites for cross-browser compatibility and fixing identified bugs and console errors.
- SEO integration and regular alterations to ensure websites complied with Google standards and ensuring white hat techniques were used for optimal optimisation. Monitoring Google Analytics statistics to identify areas of improvement to increase visitor engagement and solutions to reduce bounce rates.
- Knowledge of paid search campaigns and necessary website alterations to cater towards successful integration.

Freelance Web Developer & Graphic Designer (*2004 onwards*) – www.darylsummers.com

- Obtain new clients through word-of-mouth and recommendations and design, build and host bespoke websites to meet the business criteria creating mobile-first brochure websites. Creating a website mock-up using Adobe Photoshop and then utilising HTML5, CSS3 and jQuery, plus additional scripts sourced online, i.e. GitHub, to improve website usability and functionality.

- Adapt prebuilt WordPress CMS templates and integrate the client's design and content through major sitewide changes, as well as additional plugins and features.
- Graphic design to include company logos, email signatures business cards and website imagery.
- Provide regular website updates and maintenance and integrate SEO and PPC campaigns if required.

Education

Degree:

**First-Class BSc (Hons) in *Property Marketing, Design and Development*
The University of Portsmouth – September 2008 to June 2011**

This degree focused on a broad range of topics relating to all aspects of the residential property sector such as: Planning and Regeneration Procedures, Practice and Law; Regeneration and Design for Sustainable Cities; Surveys and Defects; and Property Vulnerability and Risk Mitigation.

The course assisted with the ability to:

- Work independently, set deadlines and organise workloads efficiently;
- Professionally present and communicate projects in a confident manner;
- Lead a team to participate and conduct group projects to a high standard;
- Conduct independent research in a structured and coherent manner.

A-Levels:

Aylesford School	Aylesford, Maidstone, Kent	September 2005 – June 2008
<i>Double Business Studies (A/B)</i>	<i>ICT (D)</i>	

GCSEs:

Aylesford School	Aylesford, Maidstone, Kent	September 2003 – June 2005
<i>Awarded 9 GCSEs including English (B/B) and Maths (D)</i>		

Key Skills & Abilities

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| <ul style="list-style-type: none"> • HTML5, CSS3, JavaScript, jQuery and PHP • WordPress, Drupal and other CMS platforms • Willingness to learn new libraries and frameworks • Adobe Photoshop and graphic design • Meticulous attention to detail with high standards of accuracy and consistency • Project management from start to finish • ICT efficient with both MacOS and Windows | <ul style="list-style-type: none"> • Microsoft Office suite of programs • Excellent communication skills • Time efficient and well organised • Able to work independently and within a team • Ability to work methodically, use initiative to problem solve and prioritise varying work loads • Strong leadership and interpersonal skills • Motivated for professional development |
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References are available upon request