

Cell: 082 704 5046

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Website: www.bradleypuckree.co.za



INTRODUCTION

Experienced Web Developer and Digital Marketer with a demonstrated history of working in the IT, Non-Profit, Marketing and Print Industry. Skilled in HTML, CSS, E-commerce, WordPress, Adobe Creative Suite and Email Marketing. Strong engineering professional with a Diploma in Information Technology focused in Web Page, Digital/Multimedia and Information Resources Design from Oval International College as well as a Diploma in Copywriting and Digital Marketing from The Digital School of Marketing.

Online Portfolio: www.bradleypuckree.co.za

Behance: www.behance.net/bradleypucdc29

Github: www.github.com/Bradleypuckree

Quora: www.quora.com/profile/Bradley-Puckree

PERSONAL DETAILS

Nationality: South African
Primary Languages: English
Date of Birth: 19 July 1993
Area of Residence: Durban, KZN
Willing to relocate: No
Marital Status: Married
Drivers License: Yes
Own Vehicle: Yes

EDUCATION

- Diploma in Information Technology
- Diploma in Digital Marketing
- Google Fundamentals of Digital Marketing
- Google Display & Video 360 Certification Exam
- Google Analytics - GA4 Certification
- Google Analytics for Beginners
- FreeCodeCamp - Responsive Web Design
- FreeCodeCamp - JavaScript Algorithms and Data Structures
- FreeCodeCamp - Front End Development Libraries
- FreeCodeCamp - Data Visualization
- Salesforce Marketing Cloud Email Specialist
- Klaviyo Email Marketing Certification

BACKGROUND

A brief background with regards to my personal life includes living in Durban South Africa. Traditionally I have been a very reserved and quiet person' but as I have grown up and matured, I realised that communication is key in a working environment and this has allowed me to be more vocal in my personal life as well. I consider myself a career driven individual and I have excelled at every position which I have held. I have a strong work ethic and I always aim to succeed in everything that I do in a very meticulous and systematic way. Attention to detail is certainly something which I value, particularly in the workplace. I enjoy working closely with team members who share the same values as I do but I also enjoy working independently. My previous work experience has seen me predominantly working as a web developer and designer at various marketing agencies and within different marketing departments. My role has seen me working with different role players within the marketing industry such as account executives, art directors, copywriters as well as graphic designers and quality assurers.

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WORK EXPERIENCE

Digital Project Manager at ICL Digital

- Managing a total of between 15 to 17 client account, from various industries and sectors
- Ensuring that web and software development projects are planned according to specifications
- Updating GANTT charts to reflect the projects deadlines, milestones and achievements
- Managing tickets on the Helpdesk once a website is launched, assigning tickets to developers
- Being able to identify new sales opportunities in order to maintain recurring client business
- Working closely with developers and upper management to create proposals
- Ensuring that the CRM is kept up to date with meeting notes, expected bill payments etc.
- Attending daily internal and client meeting to keep abreast of company and client developments
- Tracking retainer time for support customers and managing client expectations
- Being able to analyse client requirements and create clear proposals and briefs for developers
- Working closely with the production team, content specialists and designers

Duration: 10 March 2025 - Present

Reason for Leaving:

Reference: Julie Parr (Client Services Manager)

Contact Number: +44 7872 104309

Email Address: Julie.Parr@icldigital.com

WORK EXPERIENCE

Email Marketing Specialist at Coalition Technologies

- Auditing existing and external client email campaigns to help create proposals
- Project Management related to the strategy, copywriting, design and development of email campaigns
- Establishing and managing a rigorous A/B testing platform
- Working closely with Digital Producers and Copy Strategists to proactively evaluate branding, design, messaging, and functionality of email to develop the most effective email campaigns
- Setting up multiple complex trigger and program based emails as well as Ad-Hoc emails
- Ensuring overall client satisfaction through timely and accurate execution of all email marketing campaigns/projects, client customer service issues, client program errors and frequent status communications
- Developing and executing email marketing strategies in promotional, transactional, and highly targeted trigger campaigns across the customer lifecycle
- Performing day-to-day email marketing activities including, but not limited to, email campaign set-up, joining client meetings, scheduling, testing, tagging and deployment of one-time, recurring, triggered and dynamic content-driven campaigns

Duration: 16 January 2023 - 10 March 2025

Reason for Leaving:

Reference: Jason Shek (Team Lead)

Contact Number: 093 768 6009 (Taiwan)

Email Address: jason.shek@coalitiontechnologies.com

WORK EXPERIENCE

Senior Web Developer at Beetle Inc

Effectively and efficiently develop cost estimates for web projects with assistance from management. Planning and development of sitemaps, developing custom, responsive WordPress websites to the highest possible standards and to take responsibility for the up time of websites including regular maintenance and security updates.

- Project management relating to design, development and content population of websites.
- Completing and coordinating website content updates.
- Managing search engine optimization.
- Reporting on website statistics and providing performance insights.
- Writing design briefs for website graphics and elements.
- WordPress Development
- Google API integration
- Responsive design
- Plugin research and testing
- Future Maintenance

Additional Responsibilities

- Backup and transfers of websites
- Search Engine Optimization (Google Search Console)
- Website performance reports (Google Analytics)
- Troubleshooting and fixing bugs on Wordpress Websites
- Liaising with host companies
- C panel account management

Duration: 14 January 2019 - 27 May 2021

Reason for Leaving: Disputed

**Reference: Dane Salmon (Operations Manager)
083 534 1722 / dane@beetleinc.co.za**

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WORK EXPERIENCE

Web Designer at The Print Shop

Consulting with new and existing clients regarding web design requirements.

Conceptualizing and researching designs within adynamic team and finding ideas suitable to the Client's business nature.

- Wordpress (Planning, Testing, Plugin Research & Configuration)
- E-commerce webmaster/Woocommerce (Maintaining and Managing company website)
- Designing website landing pages.
- Working with HTML & CSS.
- Mailchimp Email Newsletter Design.
- Adobe Creative Suite for Web and Newsletter Graphics (Adobe Photoshop)
- Administering all online orders and managing online customer relations.

Duration: 11 December 2017 - 10 December 2018
Reason for Leaving: Seeking new job opportunities

Reference: Lushina Panday (Manageress)
031 563 3008 / lushina@theprintshop.co.za

WORK EXPERIENCE

Web Developer, Online Administrator at The AI Ansaar Foundation

Making certain all online platforms are maintained on a daily basis, including processing of online shopping orders, updating news and informational content as well as uploading all newly designed graphics and marketing through online campaigns and HTML emails. Additionally, researching, documenting and submitting proposals are also undertaken for paid services.

- Wordpress Web Master
- Mobile App CMS Maintenance
- Adobe Photoshop/Illustrator
- HTML
- CSS
- E commerce Management (Open-cart)
- Website Troubleshooting
- HTML Newsletters/ Campaign Management
- Online Publications and Design

Duration: 11 January 2016 – September 2019
Reason for Leaving: Seeking new job opportunities

Reference: Nichal Sarawan (Radio Presenter & Producer) 076 539 5999

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WORK EXPERIENCE

Web Developer and Graphic Designer at M Planet Internet Solutions

Consulting with new and existing clients regarding design requirements.

Conceptualizing and researching designs within a dynamic team and finding ideas suitable to the Client's business nature before building the websites.

Designing a variety of artwork to industry and print standards i.e. business cards, letterheads, flyers, posters, portfolios, brochures, memo pads, and banners.

- Wordpress (Planning, Testing, Plugin Research & Configuration)
- Adobe Creative Suite (Photoshop, Illustrator, In-design)
- HTML/CSS / Bootstrap
- Basic PHP / MySql
- SEO
- Google Analytics
- Website Troubleshooting

Duration: 18 August 2014 - 23 December 2015

Reason for Leaving: Seeking better job opportunities

**Reference: Prasanti Padayachee
(Manageress) prasanti@mplanet.co.za
086 167 5675**
