

Ben Heppenstall

15 Keynsham St, Cheltenham, Gloucestershire. GL52 6EJ
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Nationality: British DOB: 18 February 1975 Married, full clean driving licence

Key Skills

- ♦ Strong technical background in client-side and server-side web technologies
- ♦ Hard working, friendly and a good team leader with effective time and project management skills
- ♦ Experienced at applying psychology to develop user-friendly interfaces and functional solutions.
- ♦ Proven ability applying web technology to meet client's briefs.

Technical Skills

PHP, Perl, Apache, MySql, HTML/CSS/XML, JavaScript
ASP, SQLserver, IIS, Windows
Dreamweaver, Flash, Photoshop, Illustrator, Microsoft Office
Linux Server set up, security, administration and optimisation
System documentation

Employment History

2003 – 2006 Production manager & lead developer, Inbox Digital

My primary role is to manage the production and deployment of email marketing campaigns and the development websites and applications for clients such as AOL, Vodafone, Logitech, Alliance & Leicester and Proctor & Gamble.

As lead developer I specify and manage the development of eCRM systems. This involves server design, redundancy planning, security policies, database design and implementation, web application development, and project management and system documentation.

I built the bulk emailing and campaign management platform that underpins all of Inbox's email activity and will generate and send fully dynamic emails, based on rules triggered by the data file.

I have also developed a range of web applications to enhance and support clients' digital marketing activity and negotiated data contracts and developed interface systems with third parties for scheduled and secure transfer of customer data in and out of these applications.

I oversee the management of customer data with respect to unsubscribes, bouncebacks and data security.

2001 – 2003 Senior developer & MD, D4Now Ltd

Responsible for the technical direction of the company and development the human computer interface and back end data management system, including :

- Websites with content management systems and message boards, mailing lists, galleries, calendars product catalogues and online shops
- E-commerce and online payment applications
- Marketing and corporate image
- Client focused project management
- Customer account management and co-ordination of ongoing support facilities.
- Financial management and administration of D4Now Ltd

See <http://www.benheppenstall.net> for a portfolio

1998-2001 Teacher of IT and i/c A' Level Psychology, The Cotswold School

Responsible for the development of IT. Delivered curriculum specific staff IT training. Introduced and delivered 'A' level Psychology. Pastoral team member.

1997 Waterfront assistant manager, MasterSun Holidays

1996-1997 Ski technician and sales advisor for The Ski Rental Shop, Gatwick

Education

1997-1998	Keele university	PGCE in IT and Psychology
1993-1996	Leicester University	BSc Hons 2:2 in Computing, Psychology, Sociology
1986-1993	Holy Trinity School, Crawley	'A' level maths, physics, chemistry 10 GCSEs

Interests

I am a member of Holy Trinity Church Cheltenham. I enjoy reading, playing guitar, live music, snowboarding, long boarding, mountain boarding, having meals with friends and renovating my house.

References available on request