



Alexa Robinson

+44 (0)7941 558 590
alexa@act-real.com
act-real.com

Personal Profile

An enthusiastic, warm and engaging professional web producer and developer, with extensive hands-on experience of WC3 compliance, SEO techniques, C#, ASP.Net, SQL CSS, XHTML, JavaScript, JQuery, and the ability to work with and develop cohesive teams, manage projects to budgets and tight deadlines, while building positive relationships with clients and stakeholders. Ten plus years experience of both public and private sector projects, using the latest technologies to deliver exciting media solutions.

Experience

March 2011 – September 2011

Serious Fraud Office

Producing and developing bespoke ASP.Net application for time tracking;

- Gathered requirements, worked closely with stakeholders
- Designed programme flow and database
- Programmed all C# and SQL
- Delivered project to deadline, with full documentation

August 2010 - March 2011

Freelance

Producing and developing ASP.Net website for US client;

- .Net4 C# technologies
- Editing and branding stock videos for YouTube distribution
- Producing Triple A compliant front end
- Applying SEO standards for Google and Yahoo
- Integrating WordPress blog

<http://thermosaver.com>

<http://www.youtube.com/user/Thermosaver>

February 2010 – August 2010

The Royal Society, London

Interim Web Manager;

Managing daily web issues, stakeholder expectations, IT development (ASP.Net, CSS, JQuery, Classic ASP, C#, flat XHTML)

Developed CSS and styled cross department Blog network, using WordPress, PHP, mySql

<http://blogs.royalsociety.org/in-verba/>

<http://blogs.royalsociety.org/history-of-science/>

Advised on WC3 and SEO best practices in CSS

Develop training programme for new Content Management System

Editing, illustrating and updating user manual

Development of micro features

<http://www.chicheleyhall.co.uk/>

May 2009 - February 2010

Developing and Consulting, Greater London

Consulted several small start-ups using .Net 4, MVC framework, Silverlight.

Added new interactive entertainment features to act-real.com in C#. dynamic SQL upgraded site to ASP.Net 4, using Visual Studio 2010, MsSQL 2008;

<http://act-real.com/Justice/> - An online forum with FLASH intro and voting functionality.

http://act-real.com/it/the_chapters.aspx - Developed interactive script with bespoke CMS.

Furthered research of viral marketing and SEO; joined LinkedIn, Facebook, uploaded to YouTube and added a WordPress blog.

October 2008 – May 2009

KPMG, London

Web Developer / Producer

WC3 compliance (WCAG 1.0), triple A Standard for internal Disability forum site (C#)

Visual Studio 2008, C#, SQL, ASP.Net for a wide variety of projects; Forums, auctions, WebEx presentations

Classic ASP – where legacy projects required updates and additional functionality, conversion to ASP.Net.

Developed full life-cycle web applications (MsSQL database 2003 & 2005) for data driven and dynamic Intranet sites including normalising databases, creating stored procedures and reporting tools for event registrations.

SharePoint, working to existing templates or Photoshop layouts, creating and styling Web parts, documents and images libraries, and editing and updating text.

JavaScript, Ajax where needed

March 2008 – October 2008

Queen Mary, University of London

Web Developer / Editor

Managed WC3 compliance (WCAG 1.0) for all public facing sites

Built templates from Photoshop designs to CSS 2 specifications, applying cross browser compatibility

Cross browser compatibility (IE, Firefox, Opera, Safari)

Developed Ajax web applications using JQuery

Developed PHP web applications (Oracle database)

Developer for web migration to Rhythmyx

Template web design with Velocity

Edit to established style guide / re-write copy

April 2007 – March 2008

Freelance

Developed on-line Classic ASP forum with login facilities, administrative content management

<http://act-real.com/livingpoem/>

Developed Classic ASP database driven interactive murder mystery with dynamic content, user tracking, login, content submission and unsecured voting system

<http://act-real.com/amystery/>

Independent research in Broadband delivery / streaming video (BBC IPlayer)

Independent research in Mobile delivery

2003 – April 2007

NW London Strategic Health Authority

ASP / ASP.NET Developer – Secondment St Mary's NHS Trust

Advised and managed WC3 accessibility

Developed various modules for rebuild of bespoke CMS

Designed migration of intranet to MsSQL using ASP.NET

Developed elements for Active Desktop installation

Managed Access to SQL server data transfers and rebuild for Strategic Health Authority

Normalising databases

Built ASP on-line questionnaire with reporting features, Access database driven
Built ASP dynamic database driven menu system
Built ASP dynamic database driven RSS feeds with content management
Web Editor and Information Manager
Managed re-build of existing web sites
Managed integration of CMS, and other web based applications
Developed in-house digital publishing team
Coordinated rollout of ECDL training and certification for staff
Integrated national NHS initiatives
Developed "best practice" processes

2001–2003

Freelance

Freelance New Media Producer

Worked for various agencies; Digitas, Pixel Park, iXL London Ltd., e-id ltd, to name but a few.
Developed rich media solutions for a variety of rollouts (Windows Media, Real Media, Quick Time, Flash)
Integrated various applications into existing web sites (i.e. transactional, statistical, profiling)
Developed ASP / Access, SQL solutions for private businesses
Developed in VB Script, JavaScript, Flash ActionScript
Translated and documented technical specifications from marketing briefs
Worked to template designs and client signoffs

2000 – 2001

BSkyB, Isleworth

Executive Producer – New Media

Managed production team for Sky One and Sky Movies internet presence
Coordinate rich media rollouts to various web platforms
Developed on-line games in Flash and ActionScript
Coordinated stakeholders, translate marketing briefs into technical specifications, manage timeline

1994 – 2000

Actual Reality Ltd, Twickenham

Consultant, Developer and Author

Technical Producer for BT PhotoPlanet Kiosk project (for PSD agency, Richmond, integration rich media content with backend web applications.
Authored book *Business on the Internet* (ISBN 1-85981-100-0)
Authored columns for various technical publications (.NET, Atari World Magazine)

1983 – 1993

High Moon Productions, Boston, Ma

Creator, Producer / Director / Writer

Production Company credited with the origination of audience participation presentations. Ongoing experimentation with live (real time) audience involvement and response. Individual events completely corporate funded and designed to client's brief. Sponsorships included Warner Brothers (television), PBS, MIT, Price Waterhouse, Digital, IBM, to name but a few.

Produced, directed and wrote both live and video productions
Designed promotion strategy

Education

Paier School of Art

New Haven, Connecticut

Associates Degree in Commercial Art
Graphic application in advertising
Marketing programme

Skills & Certifications

Fluent in;

XHTML

CSS

VBScript

Classic ASP

C# ASP.NET 2.0 – 4.0

XML

JavaScript

Ajax (jQuery & other libraries)

Experienced in;

PHP

ActionScript (Flash)

SQL

Independent study courses passed with certification;

Advanced database applications (Access based)

Advanced Project Management

Advanced Excel

Advanced PowerPoint