

# GAVIN MCKEW

## Full Stack Web Developer

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Whitehaven, Cumbria



## EXPERIENCE

### Lead Developer

#### GM Supplies

2015 - 2020 | [gmsuppliesltd.co.uk](http://gmsuppliesltd.co.uk)

Managing all sales, strategy, marketing & purchasing for the company, a leading player in the Catering Equipment sector for over 30 years. Achieving a £2m+ turnover and seven years of continuous growth.

- Increased online customer base by over 10k
- Developed Magento site with over 26k products, using PHP, CSS, WordPress, JavaScript & Bootstrap.
- Increased 1st page Google ranking position of over 8k keywords
- 40% increase online sales revenue in 2 years
- Built custom search using Amazon servers, query time less than 0.2s
- Wireframe, Designed and built three ecommerce stores, master site built in Magento two other in Wordpress & Woocommerce
- Performed Web Scraping over a catalog of 100K+ school supply products using mainly NodeJS and MongoDB
- Custom made CRM with customer linking Magento, Sendinblue & ACT
- Became the MD in 2016 and continued building the online presence

### Full Stack Web Developer

#### GM Supplies Catering Equipment

2013 - 2015 | [gmsuppliesltd.co.uk](http://gmsuppliesltd.co.uk)

Responsible for developing websites and improving online strategy. GM had a turnover of around £600k before my team began working on increasing online sales.

- Led development and growth of [gmsuppliesltd.co.uk](http://gmsuppliesltd.co.uk)
- Created and grew Bar Equipment UK from startup to £300k annual sales a GM satellite company
- The site has more than 5k bar & restaurant owner customers UK wide.
- Managing a team of 2 developers and 2 designers

### Lead Developer

#### Lakes College West Cumbria

2008 - 2013 | [lcwc.ac.uk](http://lcwc.ac.uk)

Further education college in West Cumbria with around 3k students offering hundreds of courses.

- Fully developed [lcwc.ac.uk](http://lcwc.ac.uk) (created in Joomla & Drupal)
- Developed online application for with unique UX
- Worked with the marketing team to increase online applications by 60% in less than 5 years.
- Developed internal intranet using Sharepoint used by all staff & students.

## EDUCATION

### 2.1 BSc Multimedia

#### University of Teesside

2001 - 2005

## FIND ME ONLINE



#### Website (Portfolio)

[www.gavinmckew.info](http://www.gavinmckew.info)



#### LinkedIn

[linkedin.com/in/gavinmckew](https://linkedin.com/in/gavinmckew)

## SKILLS

### Back-end

[PHP](#)

[MYSQL](#)

[Laravel](#)

### Front-end

[HTML](#)

[CSS](#)

[jQuery](#)

[Javascript](#)

[Bootstrap](#)

[NodeJS](#)

[React](#)

[API Deployments](#)

[Azure](#)

[C#](#)

[.NET Framework](#)

### Frameworks

[WordPress](#)

[Magento](#)

[ZenCart](#)

[WooCommerce](#)

[Joomla](#)

[Drupal](#)

[Shopify](#)

[Elementor](#)

[Prestashop](#)

### Software

[Photoshop](#)

[Indesign](#)

[AfterEffects](#)

## EXPERIENCE

### Web Designer

#### Cumbria County Council

📅 2007 - 2008 📍 cumbria.gov.uk

Cumbria County Council is the primary Cumbria wide local authority.

- Worked on the front end of the main website cumbria.gov.uk
- Developed a full website for Children's services using WordPress & Drupal & developed brand strategy & online marketing plan.
- Brand development, web site traffic growth 42% in less than one year, new web site UI.

### Web Developer

#### EasySpace

📅 2005 - 2007 📍 easyspace.com

Easyspace Limited started in 1997 and has grown to be one of the largest group hosting companies in the UK.

- Developed or worked on more than 50 web projects
- Part of the custom design team working with 20+ members
- Worked on an early version of AO.com (applianceonline.com as it was then known)

## PROJECTS

### GM Supplies Main Site

📅 2013 - 2019 📍 gmsuppliesltd.co.uk

Front & Back-end Development of the site mainly using Magento.

- Increased online sales 300% (AMP pages deployed site-wide)
- Custom made plugins (including innovative UI/UX product search)
- SEO page rankings increased by 58%

### FlooringSuperstore

📅 2020 - 2020 📍 flooringsuperstore.com

Front & Back-end Development of the site mainly using Magento and WordPress, creation of all graphics. Site developed around the workload from GM Supplies.

- Decreased site load times to under 1.2s using Amazon CDN
- Sales increase over 1000% on previous build (3 month period)

### Stripey Cats

📅 2017 - 2020 📍 stripeycats.co.uk

Multi award-winning Stripey Cats is a small creative business that designs and makes wobbly-eyed cards. Sold Worldwide.

- Developed front & back-end of site in WordPress & WooCommerce.
- 200% increase in online sales over 18 months.

### St Bees Radio

📅 2020 - 2020 📍 stbeesradio.co.uk

Worked with a local charity to set up a community radio station online

- Successfully increased monthly listeners from 200 to 100k in less than 3 months. Custom built wordpress plugin to Radio.co software.

## SKILLS

### Other Skills

SEO Google Adwords

IG Advertising Facebook Advertising

Email Marketing Content Marketing

Online Marketing Strategies GIT

UI/UX Design Branding

Wire-framing Agile

Windows Server

Digital Service Standards Kanban

Prince 2 KeyNote CreativeSuite

Sharepoint

## REFERENCES

### Mike Graham

mike.graham@copeland.gov.uk

### Chris Nattress

head@lcwc.ac.uk

## PASSIONS

🏠 Family

🔗 Coding

🌍 Travelling

🍴 Cooking

🎸 Singing / Writing

🏓 Squash

🚶 Walking