

Roy Brockington

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profile

Full stack web developer and digital marketing specialist working in Typescript & PHP.

I build and deploy profitable apps and websites from inception to production. 10+ years experience in web development, ecommerce, SEO, content marketing, email marketing, social media and digital sales management.

core skills

Languages PHP (6yrs+), JavaScript (6yrs+), Typescript (2yrs+)

Backend Laravel (6yrs+), Drupal (2yrs+)

Frontend React (3yrs+), Svelte (1yr+)

Other Technologies Tailwind, Bootstrap, MySQL, Algolia, Leaflet, DeckGL, Chart.js

Infrastructure AWS, Nginx, Apache

Project Management Waterfall, Asana, Trello

Environment Git, Vim, tmux, fish, Ubuntu / Mac

experience

Oct 2016 –
present

Head of Digital

SCV Distribution, Hertfordshire

SCV are a UK-based B2B Distribution company, managing 20+ exclusive manufacturing lines across pro audio, home audio and installed sound retail sectors.

- **Developed custom B2B portal apps** for clients to filter and download personalised pricing, check live stock balances and purchase digital delivery products using TypeScript, React, Laravel & Vite. Added internal portal tools for internal staff to monitor sales stats and calculate quotes.
- **Created 3rd party API for client sites** to advertise and sell digital delivery products instantaneously, including full documentation via Scribe.
- **Designed and built company website end-to-end** from Adobe XD wireframes and sitemaps through to Drupal 9/10 custom themes, modules and migrations with PHP & JavaScript. Added advanced Drupal functionality using Leaflet.js for partner locators, Algolia for fuzzy search, Slick for merchandising visuals and Drupal Commerce for direct sales.
- **Devised and built 3d sales analysis maps** to render annual sales statistics across different regions in the form of an interactive heatmap using Typescript, Redux and DeckGL.
- **Developed and deployed sales incentive web app** for retail partner staff using Laravel, Blade, Chart.js & JavaScript.
- **Automated aged debt management** by building custom API exports from in-house CRM using C#, Laravel, Cron & AWS.
- **Designed and built custom warehouse stock-taking app** dynamically linked to company CRM barcode database using TypeScript & Zxing library.

May 2013 –
Oct 2016

Sales Manager / Assistant General Manager

Red Dog Music, London

- Managed 5 members of sales staff across 2 retail sites including training of new staff.
- Provided sales, technical and installation support to end users for product lines
- Achieved companywide top-tier sales figures for 2 years running.
- Processed incoming quotes/orders by website, webchat, email, phone and instore.
- Coordinating all London-based social media marketing channels.
- Mining new sales leads from scratch including creative social selling strategies.
- Contributed product and sales orientated articles to the company blog and produced unique web publishing content for new product pages.

Nov 2012 –
Oct 2013

General Manager

DV247, Acton

- Achieved record scores for branch administration within 2 months.
- Developed staff using a mix of management by objectives, management by walking around and random sampling.
- Chaired branch meetings to brainstorm new ideas for sales growth, local marketing and maximising visibility within the educational sales sector.
- Introduced and trained staff on elements of project management including intricate planning, timelines and Gantt charts.

Sep 2011 –
Oct 2013

Assistant General Manager

DV247, Havering

- Managed a team of 10 members of sales and warehouse staff.
- Implemented techniques to promote sales growth by providing breakdown of company-wide inventory ordered by profitability and product categories.
- Produced bi-daily reports on individual salespeople to score and evaluate progress.
- Restructured operations procedures to ensure faster turnaround times for returned/repaired items by providing more objective feedback to salespeople and suppliers.

Jun 2008 –
Sep 2011

Roland Planet Manager

DV247, Havering

- Ranked within the company's top 3 salespeople for 3 consecutive years.
- Employed solution-orientated and consultative selling techniques to ensure the highest possible rate of customer satisfaction.
- Organized Roland campaigns including product promotions and in-store events.

education

Sep 2005 –
Jul 2008

2:1 Hons, BMus

Goldsmiths, University of London

Music, Specialised in Music History, Studio Engineering and Live Electronics.

other skills

Music remains one of my primary hobbies and I am a proficient pianist, guitarist and drummer. I also enjoy researching new programming languages and I am a keen chef and cyclist.