

RYAN HAWKES

WEB DESIGNER & DEVELOPER

CONTACT

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WORK HISTORY

Web Designer & Developer

PRETZEL

Pretzel Films, London, UK
May 2014 - Present

Designed and developed websites using a wide array of technologies, from creating dynamic, interactive user interfaces with React to implementing customized CMS solutions that enhanced client engagement and user experience.

- Developed tailored website solutions across various CMS platforms, including Ampliance, WordPress, Umbraco, Squarespace, Wix, Sitecore, Elementor, Shopify, and WooCommerce.
- Served as the primary point of contact for new and ongoing client relationships, ensuring seamless communication and timely project delivery.
- Led content and translation management for multilingual websites, ensuring accuracy and consistency across global platforms.
- Managed development teams, consistently meeting deadlines and surpassing client expectations on all projects.
- Implemented comprehensive SEO strategies, producing monthly analytics reports with actionable insights to enhance web performance and increase client conversions.
- Oversaw server deployment and maintenance, ensuring optimal website uptime and performance.

SUMMARY

Accomplished web designer & developer with 10+ years of experience delivering custom website solutions across a range of platforms, focusing on user-centered design and high-impact digital experiences. Proven expertise in front-end technologies, CMS management, and SEO optimization, with a track record of leading teams and exceeding client expectations. Always eager to embrace new challenges and continually expand skill sets in dynamic environments.

Website Manager















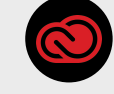


PRIMARK®

Primark, UK
May 2014 - Present

Contracted to manage Primark's corporate and ethical trading websites, overseeing day-to-day operations to ensure seamless functionality and user experience.

- Led content management and multi-site coordination, maintaining high standards across 15 language sites.
- Directed large-scale website migration projects, including migrating platforms from Sitecore to Ampliance and SAP Hybris.
- Implemented and optimized SEO strategies, driving increased visibility and search engine performance.
- Managed user acceptance testing (UAT), ensuring site reliability and functionality prior to deployment.
- Coordinated translation workflows, ensuring consistent and accurate content across multilingual platforms.

TECHNOLOGIES & TOOLS

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|  React |  Node.js |
|  Ampliance |  Typescript |
|  Wordpress |  JS |
|  Figma |  CSS |
|  Sketch |  HTML |
|  Google Analytics |  Bootstrap |
|  Adobe CC |  SEO |
|  Jira |  UX / UI |
|  cPanel / WHM | |

EDUCATION

University of Chichester, London, UK

BA (Hons) IT Management for Business
September 2010 - 2013

The Hayesbrook School, Kent, UK

A-Levels: ICT, English Language and Literature, Sport Studies
11 GCSEs at grades A* - C