

JAMES GRAHAM ANDERSON

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PERSONAL STATEMENT

A digital specialist with a broad range of skills and experience in web design, web analytics, digital media production and content development looking for contract content editor or web analyst roles. Experience in private, public and third sectors, including 12 years in Higher Education.

TECHNICAL ABILITIES

Skills	Years Used	Level of experience
Website development		
HTML / XHTML	21	High
CSS	12	High
JavaScript / jQuery	12	High
PHP / MySQL	13	High
Search Engine Optimisation	11	High
Sitecore	4	High
WordPress	10	High
SharePoint	12	High
Adobe Creative Cloud		
Photoshop	16	High
Illustrator	16	High
Dreamweaver	16	High
Premiere	16	High
After Effects	5	Intermediate
Google Suite		
Google Docs / Sheets	5	High
Google Analytics	13	High
Google Tag Manager	4	High
Google Data Studio	3	High
Google Ads	2	Intermediate
Microsoft		
Word	27	High
Excel	27	High
PowerPoint	22	High
Other		
Facebook Ads	3	Intermediate

CAREER RELEVANT EXPERIENCE

- May 03 – present awdesign.org.uk
Freelance digital media designer, involved in all stages of the design and development of websites, offline marketing materials, online advertising, Search Engine Marketing, web analysis and data visualisation for a range of clients.
- May 17 – present jamesganderson.co.uk
Blogger, researching and writing posts related to digital media, web analytics, projects, work, skills and tools of the trade.
- Nov 07 – Jan 19 **Edinburgh Napier University**, Edinburgh
Web Officer leading on web analysis and insights, managing development projects, content development, training, email marketing, SEO, blogging, graphic production and video development for a range of University marketing channels.

- Feb 07 – Nov 07 **Napier University**, Edinburgh
Academic Development Administrator responsible for the development of the Confident Futures website and Quality Enhancement Services Intranet site.
- April 05 – Feb 07 **Hyndland Honda**, Glasgow
Accounts Administrator / Database Administrator responsible for generating reports from company database and preparing daily banking.
- Feb 04-Dec 04 **Napier University**, Edinburgh
Part-Time Demonstrator, developing skills in Macromedia Director, Flash, Adobe Photoshop, Illustrator, Premiere Pro 1.5, DigiDesign ProTools and Final Cut Pro HD by assisting students in tutorials
- May 03-Sep 03 **Wellspring Media**, Haslingden
Volunteer Web Designer, involved in redeveloping the WEC International UK website as part of a small group of designers, taking other peoples' designs and translating them into a fully functioning product.

OTHER EXPERIENCE

- July 04 - Aug 05 / June 98 - Sep 01 **Rock Steady Security Ltd**, Glasgow
Event Safety Steward
- Sep 01-April 03 **Rutherford House**, Edinburgh
Assistant House Manager/Junior Clerical Assistant
- June 99-Sep 99 **OMF International**, Japan
Volunteer on Building Project

EDUCATION

- 2003-2006 **Napier University**, Edinburgh
MSc Multimedia & Interactive Systems
 - Dissertation: 'Investigating and developing an appropriate time-limited non-textual interface suitable for iTV broadcast.' This involved the production of an interactive music video using Final Cut Pro and Flash which allowed me to develop strong skills in each.
 - Subjects covered: Digital Media Design, Object-Oriented Programming, Usability, Java Programming and Group Project (involving the production of a promotional DVD with four other students).
- 1997-2001 **University of Strathclyde**, Glasgow
BA (Hons) English & Politics
Achieved 2:2
 - Dissertation: 'A Comparative Study of Conservative and Labour approaches to Local Government with reference to London'.
- 1991-1997 **Thomas Muir High School**, Bishopbriggs
Highers: Art & Design (B), English (A), Mathematics (B), Music (B), Physics (B).

Driving Licence Full, clean, UK licence

INTERESTS AND ACHIEVEMENTS

- Music Guitar: Self-taught, co-leader of church worship team.
- Christian Union/Scripture Union Editor of the Christian Union Newsletter (1999-2001).
Member of Praise Team (1997-99, 2001) and Admin Team (1999-2001).
Member of leadership teams at a number of camps.
- Leisure Enjoy running, golf and going to the gym.
Keen amateur photographer with an eye for detail.

REFERENCES AVAILABLE ON REQUEST