

ALEX SHAKESPEARE

Personal Details

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Personal Statement

I consider myself to be a seasoned IT professional with exposure to a large variety of technologies. Recently, my focus has been on Salesforce, specialising in data synchronisation, process and UI enhancement. I also have business analysis and product management experience with a good track record for on-time delivery and catching missing requirements.

Career History

(C) denotes contract position – (P) denotes permanent position – (PT) denotes part-time position

For further information on these roles and examples of work, visit my website at <http://www.alexshakespeare.com>

Salesforce Consultant (C)(PT) **Currency Cloud** **July 2017 – December 2017**

Because the KYC and sales process had changed since my last engagement at Currency Cloud, and I had domain knowledge, I was asked to come back and refine this process. During my second tenure, I was able to move a lot more functionality out of code and into easier-to-maintain approval processes and process builder. Working with the sales manager, we completely took apart the opportunity and account pages and re-worked them to be more streamlined and relevant to the business.

Skills used: Advanced Salesforce administration, Visualforce/APEX, Data Loader, Lightning (migration took place during this engagement)

Salesforce Consultant (C)(PT) **Appirio** **July 2017 – December 2017**

This was a continuation of a subset of my role at Western Union. I was mostly involved with handover to my successor in the USA, compiling technical recommendation documents for new pieces of functionality as well as participating in daily Level 3 support calls.

Skills used: Advanced Salesforce administration, Visualforce/APEX, technical writing.

Global Product Manager (C) **Western Union Business Solutions** **October 2016 – June 2017**

This very different and challenging role was as a global product manager for the WUEDGE B2B payments platform, which was based on the Salesforce community platform. Key duties included stakeholder management, GTM strategy, forecasting, support and much more. I was in daily contact with around 30 stakeholders located from San Francisco to Sydney, and managed requirements, UAT, bugs and education regarding new releases on the platform. I worked very closely with our partner, Appirio, on both process and technical design in order to deliver new features to market quickly. For much of the time, I would also be involved in low-level design and had a Chatter group called "Ask Alex" where Salesforce administrators could ask for advice on implementation of non-code features. Throughout my tenure, we never missed a release date and the number of post-release issues were reduced significantly due to my establishment of best practice environmentally (proper staging environments), in process (establishing JIRA for UAT, pre-release Diffs) and through daily communication channels with clear agendas (standups).

This role was subsequently moved to the USA, and I was unable to accept the offer of a full-time position due to family commitments.

Skills used: Advanced Salesforce administration, Visualforce/APEX (mainly debugging), HTML/CSS (prototyping), Powerpoint (release/feature presentations to stakeholders), JIRA, Excel (forecasting and data analysis)

Salesforce Consultant (C) **Currency Cloud** **February 2016 – September 2016**

This role mainly involved fixing up and increasing maintainability on a neglected Salesforce instance. The Sales pipeline and bespoke quoting engine at Currency Cloud were poorly implemented and not maintainable – sales reps were often not able to book opportunities due to bugs in the system, which resulted in lack of business visibility into the pipeline.

I removed a lot of the old buggy code and re-implemented it in Salesforce standard data structures. The existing data was transformed and imported so historical data was not lost.

MIS Manager (P) **Lastminute.com** **October 2002 – May 2004**

After starting at lastminute.com on an initial 3-month contract as a Perl programmer, involved in the parsing of simple log files to a database, I became the sole programmer on many data-extraction-related projects, tying in several data sources to a data warehouse.

I took on the role of MIS manager in July 2003 and by the end of August we were extracting over 400,000 records daily from 30 different failure-prone sources across Europe. We created many new reports in Business Objects, which increased business visibility in many key product lines.

Skills used: Perl scripting for ETL tasks and other purposes. HTML and MySQL for customised reports and real-time dashboard application. Oracle/Informix/Postgres/MySQL/SQL Server.

Short term contracts (C) **Shakespeare Solutions Ltd** **April 2002 – October 2002**

I worked on various small projects lasting on average a fortnight on a consultancy basis. These include a Postgres migration for a Nortel Networks client extranet.

Senior Webmaster (C) **British Broadcasting Corp.** **August 2001 – March 2002**

I was responsible for ensuring that the BBC brand was maintained and ensuring quality throughout the BBC website. I coded and deployed a management/data-mining tool to enable general access to accurate contact information for each sub-site. I assisted in the deployment of the BBCi toolbar by designing and implementing tools to help check/manage toolbar rollout. After the successful rollout, I received an award for outstanding performance.

Skills used: Perl scripting with Apache for various management tools/short-order scripts. Solaris sysadmin. General HTML/Javascript/quirks knowledge for maintaining quality of BBC brand.

Head of Network operations (EU) (P) **Liquid Audio** **January 2001 – July 2001**

Liquid Audio was one of the Internet's largest distributors of music. I was responsible for over 50 servers of varying capacity, remotely hosted in the Docklands, as well as the internal office network. I was also involved in consultation work with Liquid Audio's various subsidiaries in Japan.

Skills used: Perl scripting (intranet and sysadmin). MySQL. Solaris sysadmin for data centre.

Systems Specialist (P) **Transaction-One** **October 1999 – November 2000**

I implemented two database-driven e-commerce websites and acted as the technical liaison for clients who wished to provide downloadable product fulfilment via their own websites.

Skills used: Perl scripting. HTML. C APIs. Oracle. Solaris sysadmin.

Helpdesk Operator (Part-time) **M.W. Kellogg** **July 1994 – September 1998**

Skills used: Basic VMS. Windows and Office administration.

Skills, Strengths and Certifications

- Salesforce Certified Administrator, specialising in data synchronisation and the API.
- MySQL, SQL Server (2008R2 incl. SSIS) and Memcache.
- Javascript (NodeJS, ExtJS, JQuery and Angular), PHP, Perl, VB, Python, C++/C, Java (in decreasing scale of competency)
- HTML5 and CSS design – wireframes to webpages.
- Github, release and configuration management and Selenium testing suite.
- Linux (incl. kernel customisation, scripting and advanced Apache configuration).
- Advanced Microsoft Windows and Office administration.

Education

<i>University of East Anglia</i>	BSc Computer Science	1996 – 1999
<i>Dr Challoner's Grammar School</i>	3 A-Levels	1994 – 1996
<i>Dr Challoner's Grammar School</i>	10 GCSEs	1991 – 1994

Referees

- Primary: Ian Beth, Head of Sales Support, Currency Cloud
- Secondary: Marc Powell, Project Manager, Appirio

Please ask me for contact details.