

## **Emmett Brosnan**

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### **Experience**

#### **Paramount Web Technology Limited | Owner | 2004-Present**

Responsible for acquiring and retaining clients. Project managing all projects and implementing technical solutions for clients including websites, eCommerce, CRMs and project management systems.

<https://paramountwebtechnology.com>

#### **HSBC Bank PLC | Retail Sector Manager and Credit Analyst | 1989-2004**

Relationship managing clients including Next, M&S, Tesco, Sainsbury's and Christie's. Also responsible for assessing and getting credit approval to lending, foreign exchange and trade facilities for clients ranging from £5m up to £4bn.

### **Skills Summary**

As owner of Paramount I manage multiple projects and stakeholders simultaneously.

Experienced in coding with a variety of programming languages including HTML, PHP, MySQL, SQL, JavaScript, React, Vue.

I am experienced in integrating software solutions including handling the security, authentication, testing and deployment of the solutions we provide.

I have worked with a variety of software technologies including WordPress, WooCommerce, Shopify, Moodle, Linux and penetration testing software.

### **Education**

Computer Studies HNC Merit

GCSEs

Business Studies A

Information Studies A

Maths B

English Language B

English Literature B

## **Supporting Statement**

I worked for HSBC for 14 years- starting when I was 16 as a cashier and worked my way up to a manager in the HSBC corporate retail team. Looking after customers like Next, M&S, Tesco, Sainsbury's and Christie's. This role included managing the relationships between the bank and these corporate clients along with assessing requests from these customers for lending facilities.

Since 2004 I have run Paramount - employing, managing and leading more than 30 staff during this time. I am now ready to invest my skills, knowledge and experience in the next stage of my career.

Whilst running Paramount, I have been responsible for bringing on junior developers and training and mentoring them to ensure they develop within the role / company. This included quality control of code ensuring correct standards were followed and security risks were evaluated and dealt with.

I have worked with UK and foreign SMEs with turnover typically ranging from £1m up to £20m. Providing websites, eCommerce Platform builds / management and bespoke software solutions including CRMs and project management systems.

Working closely with clients to understand their businesses, plans and strategy - allowed me to develop the right software to help meet these.

I work with Canada's largest independent electronics retailer to increase their eCommerce annual turnover from \$3m to \$20m. I built their site using WordPress and WooCommerce and created a bespoke administration panel to allow multiple staff the ability to manage products, bundles, tiered pricing, flash sale pricing and customer groups. I then managed the migration to Shopify integrating with inventory management software.

In the UK I helped the pharmaceutical wholesale arm of Alliance Healthcare increase annual online sales from £500k to £6m+. We built APIs to correlate customers, products and pricing between the websites and the customers client management system. This included pricing per customer, contract type and location. I used JWT to authenticate customer access to the websites.

I designed and built an online learning platform for a client which is used by UEFA, BIFFA, Sainsbury's, M&S and other SMEs and corporates. This included white label versions of the platform. This was accomplished by integrating WordPress and Moodle with WordPress handling the customers, plans and authentication. Authentication was via SSO using SAML, ADFS and Azure AD. In addition we converted the client's SCORM wrapped Articulate Storyline content into stub files allowing their content licensed for use in other LMS systems. I built the licensing administration panel to manage, package and license the content.

For a client I developed a leased line compare site allowing business customers to add their postcode, speed requirements and contract term with the website then returning available contracts / pricing for 15 different providers. Building

individual APIs for each of the providers to access contracts and pricing and pull that into the website to build the available contracts results. Learning the code requirements for each API during this process.

These, and the 100s of other projects I have worked on, required me to work closely with clients (and in some instances their customers) to assess their full requirements and to manage the project timelines and milestones. Ongoing, I proactively worked with the clients to identify opportunities for improving the websites / platforms.

Upgrades of software (including Linux / Apache) are part of the projects during the build and through the life cycle of the project.

Numerous projects were worked on simultaneously and it was my responsibility to ensure all projects ran smoothly and on time along with managing the relationships with relevant stakeholders.

Targets were measured using a variety of tools including Google Analytics, MS Clarity, Server side analytics and SERPS keyword tracking.

I have worked with a variety of software technologies including WordPress, WooCommerce, Shopify, Moodle, Linux and penetration testing software to test the security of the software we were implementing. AI has been used for content creation along with supporting software development. I run 6 Linux servers 3 bare metal and 3 are cloud based.

Some of the Technologies I have worked with include HTML, PHP, SQL, MySQL, JavaScript, React and Vue. I have used MySQL and phpMyAdmin extensively as all projects have required at least one database.

Numerous projects were worked on simultaneously and it was my responsibility to ensure all projects ran smoothly and on time along with managing the relationships with relevant stakeholders. These were managed using a variety of tools including JIRA, Gant Charts and Google Docs for collaborative work with clients.