



ANDY DARLEY

Writer, designer, coder, teacher



PROFILE

I write, design and code for clients, either as an on-site contract worker or through my company, the web agency Onlineability. I also write copy and maintain and build websites for clients including racing drivers, public bodies and charities. Additionally, I have more than three years' experience teaching media and journalism at BTEC level.



CONTACT ME



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EMPLOYMENT / CONTRACT WORK
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www.andydarley.com



PROJECT WORK (via Onlineability)
andydarley@onlineability.net
www.onlineability.net



SOCIAL LINKS



@rand0m



andydarley



andthenhesaid



andydarley



WORK EXPERIENCE

- **ONLINEABILITY / AUG 1999 - PRESENT**
Director, based in Hitchin, Hertfordshire: Co-owner with my partner of an independent web and copywriting agency set up to formalise our freelance work and develop it as a business.
- **HARLOW COLLEGE / MAR 2011 - AUG 2014**
Senior tutor in vocational media and journalism, based in Harlow, Essex: Part-time work while continuing to also fulfil client briefs. Teaching and mentoring BTEC students aged mainly 16-18 in a variety of creative subjects.
- **FREELANCING / AUG 1999 - PRESENT**
UXD coding, website maintenance, copywriting and allied tasks, in locations including London, Cambridge and the Thames Valley: Clients included national newspaper websites, technology/communications companies and public services.
- **EMPLOYMENT / JUL 1991 - AUG 1999**
Newspaper journalist and PR executive in Norfolk, London and Surrey: Prior to freelancing I worked in broadcast PR and was variously a reporter, chief reporter and news editor for a variety of daily and weekly newspapers.



PRIMARY SKILLS

- **COPYWRITING & NEWS**
Beginning as a reporter and moving up to manage newsrooms, I developed writing skills that I later took into commercial copywriting for public sector bodies, charities, sportspeople and global brands.
- **WEB DESIGN & UXD**
I have been designing and coding websites since the days of Notepad, frames and <blink> tags. I now use HTML5, CSS3 and tools such as Twitter Bootstrap and Jquery, working independently or in UXD teams.
- **WEB CONTENT**
I have managed websites ranging from small businesses to multi-national companies, newspapers to racing drivers, making time-critical updates using content management systems varying from enterprise-level tools to WordPress.
- **CONTENT MIGRATION**
My web content experience includes taking part in three major migrations of large sites to new portals, as well as many cases of working independently to perform the same task for the owners of small sites.



SUPPLEMENTAL SKILLS

- **TEACHING & MENTORING**
- **PR & MEDIA RELATIONS**
- **100WPM SHORTHAND, 50WPM TYPING, MAJOR OFFICE PACKAGES**
- **SEO & SOCIAL MEDIA**
- **ONLINE VIDEO**



EDUCATION

- **PTTLS / AUTUMN 2012**
North Herts College: Basic preparatory teaching qualification, in a nine-week course.
- **NATIONAL CERTIFICATE (JOURNALISM) / DEC 1992 - SEP 1994**
National Council for the Training of Journalists: I qualified as news reporter while working on the Eastern Daily Press in Norfolk, finishing with exams in law, journalism, public affairs and shorthand.
- **BA(Hons) ENGLISH STUDIES WITH FILM / SEP 1987 - JUL 1991**
University of East Anglia, Norwich



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PERSONAL

- * **Date of Birth:** 20 March 1968
- * **Nationality:** British
- * **Interests** include motorsport, geocaching and creative writing - have had fiction published.
- * **Contested** 2001 general election, writing online diary for The Independent.
- * **Winner** (with partner) of £100,000 global alternate reality game Perplex City



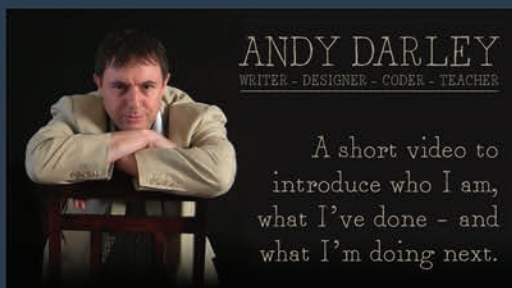
REFERENCES

Available on request to cover the following areas (please specify if a particular type is needed, otherwise general character references will be provided)

- * **General work performance**
- * **Web content maintenance & migration**
- * **Client liaison and management**
- * **Coding and UXD design**
- * **Copywriting**
- * **Teaching, mentoring & assessment**



AND FINALLY...



Visit <http://youtu.be/oex71Fynf10> for a video introduction to my skills and experience.



PORTFOLIO



THE TAKEOVER PANEL WEBSITE

- The client: a key regulatory body in the City of London, essential to the functioning of the Stock Exchange and, therefore, the UK economy.
- The brief: Initially, redesign site and migrate from flat HTML to a CMS. After three years, the site was again redesigned based on analytics and stakeholder research.
- My role: Working through Onlineability with my partner, I led on client liaison, design and coding, and also managed the subcontractors.
- Address: www.TheTakeoverPanel.org.uk



'BRITS ON POLE' WEBSITE AND YOUTUBE CHANNEL

- Personal project with my partner: a motorsport news and opinion website that, at its height, was accredited as media by the entire Formula One paddock and many other racing bodies.
- After time constraints forced us to put the website on hold I re-launched it as a YouTube channel. Although successful, further growth will require reliable monetisation and I am currently exploring crowdfunding ideas.
- Website: BritsOnPole.com. YouTube channel: youtube.com/britsonpole. My writing can be found at BritsOnPole.com/author/andy.



HARLOW COLLEGE END OF YEAR VIDEO

- Music video I edited for the Harlow College 2012-14 media/journalism BTEC graduation show, using footage and photos from my tutor group.
- Demonstrates some of the wide range of subjects I taught.
- Web address: <http://youtu.be/-pkMRt10NwQ>.