Anthony James McCreath

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Online Detailed Resume: http://seo-website-designer.com/Resume

Objective	
Summary	**Tony** started writing programs for local businesses, as a teenager in the 80s. He was **sponsored** by GPT while at university, completing a **degree** in Electrical & Computer Engineering. Later he moved to Nortel, which took him into the formal world of mobile telephone exchange software development. A **NASA** like development environment with a major emphasis on **reliability** and **quality**. After arriving in Australia, he moved into **e-commerce websites** and windows **application** development with Motown Nexus. He is currently running his **own business** that provides **consultation & advice** on how to **optimise and promote websites**.
Profile	• Senior Software Engineer with over **25 years** professional experience. • Skilled in all phases of software development. • Strong aptitude for analysis and problem solving. • An attention to detail and quality. • Familiar with latest best practices & design methodologies. • High personal drive to broaden and deepen knowledge. • British & Australian Citizen
Areas of Expertise	**Primary Technologies:** C#, .Net, SQL, HTML, XHTML, XML, CSS, JavaScript, Ajax, Asp.Net, Web Services, SOAP, ExtJs, RegEx, UML **Primary Skills:** Software design & development, windows and web applications, website development, database design, Search Engine Optimisation (SEO), internet marketing, AdWords, AdSense **Development Environments:** Windows, Visual Studio, Subversion (SVN), NAnt, MySQL, SQL Server, Firefox, IE, Chrome
Professional Experience	**Owner** of Web Site Advantage *Adelaide, Australia, Jan 2010 to Present,* • Search Engine Optimisation (SEO) and website promotion. • Website design & development including copy writing. • Tools development related to improving websites. • Search Engine Marketing (Google AdWords) • Managing & Promoting the Business. *more…*

	Software Architect at [Motown Nexus](#) *Adelaide, Australia, Dec 2002 to Jan 2010* • Created an ORM based business management framework called Grunt. • Designed, developed & supported a Content Management System based on Grunt. • Worked with clients in determining business & design requirements. • Developed custom ecommerce websites. • Designed a framework for a windows business application based on Grunt. • Supported & Mentored junior software developers. • Researched and implemented Search Engine Optimisation (SEO) & Website Marketing techniques. • Designed & developed a windows application used for managing mass billing. • Established SEO based products and services. • Established a Google AdWord management service. *more…* **Senior Software Engineer** at [Nortel Networks](#), *Dallas, Texas & Maidenhead, England, Aug 1991 to Apr 1999* • Part of a team of senior engineers and architects responsible for one of the most successful major software re-works in Nortel switching. • Developed a mobile network capacity analysis tool, used in optimising GSM networks all over the world. • Responsible for several areas of software, including GSM Supplementary services and Echo Cancellation. • Demonstrated the ability to research, analyse, coordinate, develop, document, test and debug. • Received over 40 days of training. *more…* **Software Engineer** at [GPT](#) *Coventry, England, Sep 1985 to Aug 1991* • Quickly took over the development and management of 2 software projects. • Developed low level networking software (OSI layers) on FDDI and TCP/IP networks. • Increase reliability and performance of the software beyond the requirements. • Worked with team members, in the integration with hardware and higher OSI layers. • As a sponsored student I received over a years worth of training and industrial placement experience. *more…*
Education	B.Eng (Hons) in **"Electronic & Computer Engineering"** at [Birmingham University](#), UK.
Interests	Software is a passion, a hobby, and a business; however it is not all that I am. I'm a **social person** and I love meeting up with my friends, be it at the beach, a BBQ, or a bar. I also love **travelling**, and have seen many countries and cultures. I have written several tools and applications, which I provide for free. [One of which](#) is downloaded by about 30 visitors each day, and will soon be featured on the DVD of a German computer magazine.