

Fritz Stelluto

Digital Media Development

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<i>Nationality</i>	Italian (EU passport)
<i>Languages</i>	English (fluent), Italian (fluent)
<i>Current Status</i>	Working on a secret social website until the end of February – JQuery and Wordpress.
<i>Personal Website</i>	http://gotofritz.net/

Profile I have worked in digital media for sixteen years across Europe, and have acquired a wealth of know-how and experience in different areas of digital development. I apply this knowledge both in managerial and hands on development roles.

My prime responsibility at Grand Union and CMW Interactive was providing technical expertise at the pitching and scoping stages and delivering solutions on time and to budget.

I am an adept problem solver and good at developing strategic visions. Understanding ASOS and DraftFCB's business ambition, for instance, was key to deploying an appropriate production environment. I have sound management skills working well with my team and with clients and I remain a competent hands-on programmer when the need arises.

Skills Technical Architecture, Team Management, Technical Specification, Requirements Drafting, and hands-on Development.

Hands on

- CSS-based, standard compliant, accessible (D)HTML/Javascript; experience with Ajax libraries such as JQuery, MooTools, Ext-JS
- Flash with AS2, AS3
- PHP, with frameworks such as Symfony and CodeIgniter, and Wordpress, Drupal
- SQL (mainly mySQL and MS-SQL), some .NET, XML/XSLT, Perl/CGI, classic ASP

Other Technical SEO, Photoshop, Illustrator, Unit Testing, Apache, Version Control (Git, Subversion, Visual Source Safe) Visio, MS Project, IIS, Apache, FOP, VB Script, Bug Tracking (Trac, Bugzilla, Mantis), basic system administration, Applescript

Education B.Eng. in Electronic Engineering with Computer Science, University College London, 1994.

References Available on request

Outside Work I practice martial arts and like to keep fit. I have learned to cope with the pressure of deadlines in my previous career as a chef. I am also a comic book fan and love reading about history.

I grew up in Italy and I studied classical and electronic music in Milan before moving to the UK to complete my studies.

Employment: 2009 <i>Grand Union</i>	<u>Grand Union Sep 2009 – Dec 2009</u> Interim Technical Director
<i>Key responsibilities</i>	<ul style="list-style-type: none"> • Technical architecture • Drafting technical documents • Liaising with clients during pitching, scoping, and deployment • Team leading • Hands-on HTML, Javascript, Actionsript, PHP, SQL development
<i>Main projects</i>	<u>E.ON Talking Energy / Great Saves</u> eontalkingenergy.com eongreatsaves.com <i>live date: Dec 2009</i> Developed on the same platform, Talking Energy is a video message board while Great Saves uses competitions to leverage E.ON sponsorship of the FA Cup. I wrote specifications. Liaised with the client, and managed the team building it.
Employment: 2009 <i>Agency Republic</i>	<u>Agency Republic Feb 2009 - ongoing</u> Freelance senior developer / consultant
<i>Key responsibilities</i>	<ul style="list-style-type: none"> • Hands on PHP / HTML / Javascript development on a variety of projects • Consultancy on a .NET CMS solution for a multinational client.
<i>Main projects</i>	<u>Freesims</u> v2.freesim.o2.co.uk <i>live date: Mar 2009</i> Creation, management and tracking system for O2 campaigns. Backend developed in CodeIgniter (PHP), front end uses MooTools libraries.
Employment: 2008-2009 <i>asos.com</i>	<u>Asos (As Seen On Screen) Oct 2008 – Feb 2009</u> Technical consultant / developer on social networking apps
<i>Key responsibilities</i>	<ul style="list-style-type: none"> • Workflows and technical environment for quick deployment of social applications • Brain storming and liaising with the creative department • Assessing and supervising third part suppliers • Hands-on Actionsript / PHP
Employment: 2007-2008 <i>CMW Interactive</i>	<u>Technical Director, CMW Interactive, London, Sep 2007 – Aug 2008</u> Mediasquare were expanding CMW's digital department and I was hired to provide technical expertise and development know-how.
<i>Key responsibilities</i>	<ul style="list-style-type: none"> • Technical architecture for both in-house and outsourced projects • Drafting technical documents • Liaising with clients during pitching, scoping, and deployment • Brain storming and pitch preparation • Hands-on HTML, Javascript, Actionsript, ASP, PHP, SQL development • Data extraction and tracking, liaising with data analysts
<i>Main projects</i>	<u>Cadbury Crème Eggs</u> easter2008.cremeegg.cadbury.cmwinteractive.com <i>live date: Jan 2008</i> Online campaign tied in with TV advertising. Included games on the site itself, on social networks and mobile phones; integration with the Traction CRM platform
Employment: 2005-2007 <i>DraftFCB London</i>	<u>Technical Manager, DraftFCB London, Nov 2005 – Jul 2007</u> Establishing a digital production department to service the newly won global Motorola account and consult on other projects.
<i>Key responsibilities</i>	<ul style="list-style-type: none"> • Understanding the strategic business goals of the company and defining requirements for a production environment to meet them • Developing production methodologies for the digital department, including version control, bug reporting and document management • Identifying key skills required in the core development team, and recruiting • Technical architecture for both in-house and outsourced projects • Drafting technical documents and liaising with clients • Leading teams of up to 14 developers • Some hands-on HTML, Javascript, Flash, ASP, PHP, SQL development

Employment: 2003-2005
Freelance
Contract Developer / Consultant Oct 2003 – Nov 2005
 Consultancy, technical architecture and developer role for my own clients and a variety of agencies including Agency Republic, bd-ntwk, Collectivity, Dave, Holler Digital, ICO Design, Ogilvy, Perspective Red Cell, Proximity, Pulse Digital, Taylor Lane, Thin Air Design, WCRS.

Clients American Express, Auto Trader, BBC, Bet2Go, BT, Bulldog, CITB, Foyer, Heinz, HSBC, LCR, Orange, Prudential, Procter & Gamble, Royal Mail, Science Museum, Sell Sell, Shard of London, Unilever, United Emirates, Virgin Games

Skills Accessibility, Actionsript, ASP, HTML, Javascript, PHP, SQL, Technical Architecture, XSLT

Employment: 2002-2003
Lateral
Developer, lateral.net , Jun 2002 – Oct 2003
 Developer and technical lead.

Clients Five, Faber & Faber, Levi EU, Levi US, Malmaison, Stella Artois

Duties Actionsript, ASP, HTML, Javascript, PHP, Perl, SQL, Technical Architecture.

Employment: 2001-2002
Freelance
Developer, Sep 2001 – Jun 2002
 Developer for own client and agencies including Phorensic and Lsfhit.

Clients Microsoft UK, Millennia, New Media Age

Skills Actionsript, ASP, HTML, Javascript, PHP, Perl, SQL, XSLT

Employment: 2000-2001
WTG (Cable & Wireless)
Senior Interface Developer, Cable and Wireless, Dec 2000 – Sep 2001
 HTML / Javascript / Accessibility developer

Clients Esure, Halifax, Simon Marketing

Duties HTML, Javascript

Employment: 1999-2000
TwentySix London (Zinc)
Senior Developer, TwentySix London, Jan 1999 – Dec 2000
 Lead developer on the Microsoft UK and Virgin Accounts

Clients Microsoft UK, Sony Europe, Virgin Atlantic, Virgin Drinks.

Skills ASP, HTML, Javascript, SQL

Employment: 1998-1999
Intervid
Head of production, Intervid, May 1998 – Jan 1999
 Lead the production team of this small web start-up.

Clients United Nations (IMO), USIT

Responsibilities Technical Architecture, Team Management, Recruitment, Project Scoping

Employment: 1996-1997
PixelPark, Berlin
Developer, PixelPark Berlin, Jun 1996– Oct 1997
 HTML, Perl, JavaScript developer.

Clients Dr Oetker, Rotring, Wodka Gorbachow

Employment: 1996
ID Gruppe, Germany
Consultant and developer, ID Gruppe Germany, Feb 1996 – May 1996
 HTML, Perl, developer and co.

Clients Swatch, TUI, West