

Availability: Immediate
Locations: London/Brighton

Tel: 00 44 (0) 7920 585 035
Email: mark@breakrank.com
Web: breakrank.com

Mark Hla

Coder and CTO with passion and talent for building software and teams. A decade of start-up experience and two decades of experience in coding and delivering business-focused software for the desktop, web, and mobile. Programmer, Technical Architect, User Experience Designer, Database Designer, Development Manager and CTO.

Able to work in any LAMP MVC environment; recommend CodeIgniter for new projects. Expert hand-coder in PHP, HTML, CSS, JQuery. Other current technologies include GIT, DeployHQ, Mandrill, CloudFlare.

Born: 1973
Nationality: British

Developing software since 1995
Developing for the web since 1997

Experience:

| | | |
|---------------------------|--------------------|--------------------|
| TakeNoteTyping.com | Aug 2014 – Current | Coder / Consultant |
|---------------------------|--------------------|--------------------|

Technology – Zend, PHP, JQuery, CSS, HTML, MySQL, GIT

Frustrated with their development agency relationship, I worked with the company to move their software development in-house, migrate to faster and cheaper hosting, set-up code repositories and automated deployment, recruit an in-house senior developer, and code performance improvements. I continue to work with the client as required to build improvements (especially in the area of their accounting functionality), and to assist with strategy.

| | | |
|-----------------------|--------------------|-------------|
| Callbooker.com | Dec 2013 – Current | Coder / CTO |
|-----------------------|--------------------|-------------|

Technology - CodeIgniter, PHP, JQuery, CSS, HTML, MySQL, Mandrill, GIT

Callbooker is a business directory enhancement to improve user experience when trying to source small owner-managed businesses. The system was designed and coded by myself in two months. It uses a single page architecture and an enhanced CodeIgniter MVC. Features include, PHP scheduler and script framework via cron, Mandrill integration for transactional email, SMS integration, end-to-end tracking, dynamic javascript module for easy client integration, and an automated monitoring and alert system. Currently live with one client and is completely self-maintaining.

| | | |
|-------------------------|-----------------------|-------------|
| Travelfund.co.uk | July 2012 – June 2013 | Coder / CTO |
|-------------------------|-----------------------|-------------|

Technology - CodeIgniter, PHP, JQuery, CSS, MySQL, Mandrill, PostcodeAnywhere, GIT

Travelfund (FlyNowPayLater.co.uk) is a point of purchase credit facility that integrates into online travel websites. On joining, they were attempting to raise initial funding before building a product. In January 2013 I implemented a ten week development project to create branding, and design and build an MVP using CodeIgniter. The MVP allowed users to complete an application process and was focussed on simple, secure integration. This led to successfully gaining the full £150k SEIS funding.

ClearSavvy.com Aug 2010 – Aug 2011 Coder / CTO

Technology – Bespoke MVC framework, PHP, JQuery, CSS, HTML, MySQL, GIT

ClearSavvy.com was a disruptive web start-up that revolutionised the way consumer debt was collected. Developed from idea to product in three months including the development of a bespoke, lightweight, secure MVC framework (similar to CodeIgniter). The system included a consumer journey via web and mobile including card payment and email notifications, a client admin console with live dashboard and charts, and automated scheduling and monitoring in PHP scripts via cron.

After 11 months, and securing a significant proportion of the top collections companies as clients, we received an unexpected offer to sell the business assets to the country's leading short-term debt provider to incorporate into their back-office, which we accepted.

Pure360 (www.pure360.com) Mar 2003 – June 2010 Coder / CTO

Technology – Bespoke MVC framework, PHP, JQuery, CSS, HTML, MySQL, CVS

Pure360 is an email marketing platform. Initially a four person, front room business, I started by developing an MVC framework in PHP based on the Java MVC framework Struts. With a designer and systems administrator, I built the email and SMS delivery platform that allowed users to design their messages, upload their CRM data and schedule their deliveries. Within the first 12 months, we processed campaigns greater than 1 million emails.

As the company grew, I built up a development team and also continued to code myself. In 2006 I extended the framework so the whole system could be accessed via a SOAP API layer to allow clients to integrate with the platform and build their own delivery systems.

The development team grew to 12 people and the business grew to 70, with a turnover around £2m, annual emails of around 2 billion, and was sold twice. I left in 2013 to start ClearSavvy.com.

BSG / Extenza Sept 2002 - Dec 2002 Coder - 7 weeks - 1 renewal

Technology – J2EE, WebSphere, DB2

Browser based content publishing system with integrated credit card payment functionality.

Victoria Real / Camelot, Brighton Oct 2001 - July 2002 Coder / Architect

Technology – J2EE, Websphere, DB2

Technical lead and technical architect for The National Lottery web (www.national-lottery.co.uk) and digital television sites.

AXA (Paris) Oct 2000 - June 2001 Coder / Liaison

Technology – J2EE

Technical architect for UK version of European web portal (www.axa.co.uk). Working language was French.

Motability Finance Ltd August 2000 Coder - 6 weeks fixed

Technology – J2EE, Silverstream (Java web application server)

An on-line vehicle tracking system.

Gartmore (Tele-commute) May 2000 - June 2000 Coder - 4 week fixed

Technology – J2EE, Silverstream, Sybase

Java based Intranet maintenance application.

Gartmore Investment Mgmt Dec 1998 - May 2000 Coder - 2 renewals

Technology – J2EE, Silverstream, Sybase

Responsibility as trainer and 'guru' to new SilverStream developers and created the java infrastructure classes. Wrote on-line ISA purchase process with browser and Java GUI front end (www.gartmore.com).

Baring Asset Management Mar 1997 – Dec 1998 Coder - 2 renewals

Technology – PowerBuilder, Sybase, Silverstream

SilverStream Version 1 to 1.5 plus development in PowerBuilder 4, 5 and 6 with Sybase SQL Server 10 and 11, Transact-SQL, Unix and SQL Anywhere 5.5 and UML with Rational Rose.

Synamic (software house) Aug 1996 - Mar 1997 Coder - Permanent

Senior PowerBuilder developer and analyst for various.

Sphere Drake Underwriting Jan 1995 - Aug 1996 Coder - Permanent

Claims and Protections system in PowerBuilder on Oracle with PL/SQL.

Other experience:

CocoWeddingVenues.co.uk June 2013 – current Coder - WordPress CMS

Technology – Wordpress, PHP, CSS, HTML, MySQL, CloudFlare, GIT

A style-focussed wedding venue listing service. Using Wordpress as the underlying CMS, I coded a responsive theme from scratch including a backend administration module to manage the venue data. The site was focused on a great user experience, and was shortlisted for the Wedding Magazine “Best Designed Blog Award 2014”.

BrightonNoise.co.uk Dec 2011 – June 2012 Coder - WordPress CMS

Technology – Wordpress, PHP, CSS, HTML, MySQL

Not for profit. Redeveloped an online music listing website run by enthusiasts. The site is uses Wordpress and I developed a custom theme to provide maximum design flexibility and performance.

Neville Russell Aug 1994 - Jan 1995 Trainee Chartered Accountant

Training as Chartered accountant. Passed the first set of examinations.

Qualifications:

BSc in Accounting (Honours Class 2.1)

A-Levels in Accounting , Law and Economics

Interests:

Science, literature, piano, yoga, running.