

# Anthony James McCreath

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

<b>Objective</b>	
<b>Summary</b>	<p><b>Tony</b> started writing programs for local businesses, as a teenager in the 80s. He was <b>sponsored</b> by GPT while at university, completing a <b>degree</b> in Electrical &amp; Computer Engineering. Later he moved to Nortel, which took him into the formal world of mobile telephone exchange software development. A <b>NASA</b> like development environment with a major emphasis on <b>reliability</b> and <b>quality</b>.</p> <p>After arriving in Australia, he moved into <b>e-commerce websites</b> and windows <b>application</b> development with Motown Nexus.</p> <p>He is currently running his <b>own business</b> that provides <b>consultation &amp; advice</b> on how to <b>optimise and promote websites</b>.</p>
<b>Profile</b>	<ul style="list-style-type: none"> <li>• Senior Software Engineer with over <b>25 years</b> professional experience.</li> <li>• Skilled in all phases of software development.</li> <li>• Strong aptitude for analysis and problem solving.</li> <li>• An attention to detail and quality.</li> <li>• Familiar with latest best practices &amp; design methodologies.</li> <li>• High personal drive to broaden and deepen knowledge.</li> <li>• British &amp; Australian Citizen</li> </ul>
<b>Areas of Expertise</b>	<p><b>Primary Technologies:</b> C#, .Net, SQL, HTML, XHTML, XML, CSS, JavaScript, Ajax, Asp.Net, Web Services, SOAP, ExtJs, RegEx, UML</p> <p><b>Primary Skills:</b> Software design &amp; development, windows and web applications, website development, database design, Search Engine Optimisation (SEO), internet marketing, AdWords, AdSense</p> <p><b>Development Environments:</b> Windows, Visual Studio, Subversion (SVN), NAnt, MySQL, SQL Server, Firefox, IE, Chrome</p>
<b>Professional Experience</b>	<p><b>Owner of <a href="#">Web Site Advantage</a></b> <i>Adelaide, Australia, Jan 2010 to Present,</i></p> <ul style="list-style-type: none"> <li>• Search Engine Optimisation (SEO) and website promotion.</li> <li>• Website design &amp; development including copy writing.</li> <li>• Tools development related to improving websites.</li> <li>• Search Engine Marketing (Google AdWords)</li> <li>• Managing &amp; Promoting the Business.</li> </ul> <p style="text-align: right;"><a href="#">more...</a></p>

	<p><b>Software Architect</b> at <a href="#">Motown Nexus</a>  <i>Adelaide, Australia, Dec 2002 to Jan 2010</i></p> <ul style="list-style-type: none"> <li>• Created an ORM based business management framework called Grunt.</li> <li>• Designed, developed &amp; supported a Content Management System based on Grunt.</li> <li>• Worked with clients in determining business &amp; design requirements.</li> <li>• Developed custom ecommerce websites.</li> <li>• Designed a framework for a windows business application based on Grunt.</li> <li>• Supported &amp; Mentored junior software developers.</li> <li>• Researched and implemented Search Engine Optimisation (SEO) &amp; Website Marketing techniques.</li> <li>• Designed &amp; developed a windows application used for managing mass billing.</li> <li>• Established SEO based products and services.</li> <li>• Established a Google AdWord management service.</li> </ul> <p style="text-align: right;"><a href="#">more...</a></p> <p><b>Senior Software Engineer</b> at <a href="#">Nortel Networks</a>,  <i>Dallas, Texas &amp; Maidenhead, England, Aug 1991 to Apr 1999</i></p> <ul style="list-style-type: none"> <li>• Part of a team of senior engineers and architects responsible for one of the most successful major software re-works in Nortel switching.</li> <li>• Developed a mobile network capacity analysis tool, used in optimising GSM networks all over the world.</li> <li>• Responsible for several areas of software, including GSM Supplementary services and Echo Cancellation.</li> <li>• Demonstrated the ability to research, analyse, coordinate, develop, document, test and debug.</li> <li>• Received over 40 days of training.</li> </ul> <p style="text-align: right;"><a href="#">more...</a></p> <p><b>Software Engineer</b> at <a href="#">GPT</a>  <i>Coventry, England, Sep 1985 to Aug 1991</i></p> <ul style="list-style-type: none"> <li>• Quickly took over the development and management of 2 software projects.</li> <li>• Developed low level networking software (OSI layers) on FDDI and TCP/IP networks.</li> <li>• Increase reliability and performance of the software beyond the requirements.</li> <li>• Worked with team members, in the integration with hardware and higher OSI layers.</li> <li>• As a sponsored student I received over a years worth of training and industrial placement experience.</li> </ul> <p style="text-align: right;"><a href="#">more...</a></p>
<b>Education</b>	B.Eng (Hons) in " <b>Electronic &amp; Computer Engineering</b> " at <a href="#">Birmingham University</a> , UK.
<b>Interests</b>	<p>Software is a passion, a hobby, and a business; however it is not all that I am. I'm a <b>social person</b> and I love meeting up with my friends, be it at the beach, a BBQ, or a bar. I also love <b>travelling</b>, and have seen many countries and cultures.</p> <p>I have written several tools and applications, which I provide for free. <a href="#">One of which</a> is downloaded by about 30 visitors each day, and will soon be featured on the DVD of a German computer magazine.</p>