

Laurence Tuck

DIGITAL SOLUTION SPECIALIST | FULL-STACK DEVELOPER

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PROFESSIONAL PROFILE

Digital solution specialist and full-stack developer focused on turning complex ideas into usable, well-structured digital products. Experience spans web and custom software development, information architecture, SEO, e-commerce, client services, business development and technical delivery.

PROFESSIONAL EXPERIENCE

Chief Executive Officer | EditMe Websites

2014 - Present

Leads a web solutions business offering fast, responsive websites for a once-off, affordable fee.

Owner | SecureMyWebsite

2019 - Present

Owner of SecureMyWebsite. LinkedIn services include cybersecurity and web development.

Chief Executive Officer | Innate Advertising

2004 - Present

Responsible for business development, client services, application development and service delivery.

Senior Software Developer | ShowMe Online Media

2011 - 2014

Conceptualised, developed and implemented systems and software, including management and training.

APPROACH

Connects technical implementation with user needs and business goals, from discovery and information structure through build and delivery.

EARLIER EXPERIENCE

Senior Web Developer | 2 Heads Advertising Agency

2000 - 2004

Business Owner | Creative Concepts

1995 - 2000

Designed, created and installed specialised furniture and home fittings, including cabinetmaking, paint finishes and contemporary designs.

Business Owner | Personal Framers

1994 - 1998

Picture framing and interior design.

CORE EXPERTISE

BUILD

Web development
Custom software
PHP and LAMP stack

EXPERIENCE

Information architecture
UX and web applications
E-commerce

GROWTH

SEO and SEM
Digital marketing
Business development

TECHNICAL TOOLKIT

Development	PHP, MySQL, HTML, CSS, JavaScript, jQuery
Platforms	WordPress, web applications, e-commerce
Product and UX	Information architecture, UX design, mobile devices
Digital growth	SEO, SEM, digital marketing, marketing strategy
Delivery	Project management, strategic planning, IT management, training
Additional services	Custom software development, marketing consulting, cybersecurity

LINKEDIN SKILL ASSESSMENTS

Passed assessments: CSS, HTML, MySQL, PHP, jQuery, SEO and WordPress.

SELECTED LINKEDIN ENDORSEMENTS

Web Development	12	Information Architecture	6
Software Development	6	Strategic Planning	5
Management	5	Mobile Devices	4

EDUCATION AND LANGUAGES

Foundation School of Art

Fine/Studio Arts, General | 1993 - 1994

Fish Hoek Senior High School

High School | 1982 - 1992

Languages

English - Full Professional | Afrikaans