

Peter Hanley

CONNECT WITH ME

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PERSONAL PROFILE

I'm a technically minded, detail orientated leader with 7+ years experience in B2B technology sales and marketing. I've recently taken my passion for technology and made a career shift to front-end web development.

I'm highly proficient in building web applications using HTML 5, CSS, JavaScript and React. I am also skilled in web design tools such as the Adobe Creative Suite, as well as AWS Serverless technologies and CI / CD tools as a AWS Certified Developer and Solutions Architect.

I believe my unique skillset and experience enhances my ability to build and deliver effective, visually appealing, technical products and solutions for end users.

SKILLS & QUALIFICATIONS

WEB DEVELOPMENT

- JavaScript
- React
- HTML / CSS
- SASS
- Accessibility / SEO

WEB / UI DESIGN

- Adobe Creative Suite
- Figma

MARKETING

- Google Analytics

CLOUD

- AWS Certified Developer / Solutions Architect

LANGUAGES

- Chinese (Fluent)

SOFTWARE DEVELOPMENT

- Version Control: Git
 - Methodologies: Agile / SCRUM
 - Testing: Jest / Jasmine
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EDUCATION HISTORY

FRONT-END WEB DEVELOPER BOOTCAMP

Generacion Australia / Academy Xi, 2020

- Intensive 3-month course to learn front-end web development languages & frameworks and coding best practices. Collaborated with peers remotely using a variety of platforms and applied structured problem-solving techniques to resolve project-related issues such as debugging. Reviewed non-technical skills and behavioral skills and mindsets to improve performance.
- Skills developed: HTML, CSS, JavaScript, Bootstrap

BACHELOR OF INFORMATION TECHNOLOGY

Swinburne University of Technology, 2004

- Majoring in Information Technology (software design & programming), business & organizational management, including two 6 month industry placement semesters:
 - Mars Snack Foods Corporation: Fundraising division technical analyst
 - News Limited: IT support desk officer
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WORK EXPERIENCE

FREELANCE WEB DEVELOPER

UPWORK | 2020

Using the skills I have recently gained to assist clients worldwide in building user-friendly, mobile responsive and visually appealing websites with related back-end functionality

MARKETING COMMUNICATIONS MANAGER

GIGABYTE | 2018 – 2020 (Taipei, Taiwan)

Driving efforts to promote GIGABYTE's enterprise hardware & technology solutions (incl. cloud computing, machine learning, software defined storage, edge computing)

- Production of all marketing content – press releases, sales kits, white papers, solution briefs, podcasts, blogs etc. incl. coordinating with key ecosystem partners (Intel, AMD, NVIDIA) for major product launches
- Planning & teaching courses for sales, BDM and engineering teams about new hardware + software appliances & solutions
- Budgeting, planning and organization of major technology trade shows in USA, Europe & Taiwan (incl. Supercomputing, CES, MWC, NAB Show, Computex)

TECHNICAL SALES SPECIALIST

HIGGSTEC Inc. | 2016 – 2018 (Taipei, Taiwan)

Developing new business opportunities and existing account management in the industrial and ruggedized display market.

- Successful management of customer accounts (incl. production forecast management, component purchasing, technical issue diagnoses and quality issue resolution) in North America & Europe generating over \$1.7 million USD in annual revenue
- Development of new customers and business opportunities in North America, Europe and Australia through online and offline prospecting, trade shows, customer visits
- Responsibility for planning & hosting of new and existing customer factory audits

REGIONAL SALES MANAGER

ICAPE Group | 2015 – 2016 (Guangdong, China)

Established and successfully managed a regional sales team for a global sourcing & trading organization for PCB and electronic components from China.

- Creation and management of a new team for the East Asian & Oceania sales territory region (3 members in total) with a revenue target of \$200,000USD per month, successfully achieved this target from zero after 6 months
- Hands-on supervision and guidance to sales team members to ensure excellent performance and attainment of profitability and growth
- Proactive involvement in all phases of customer's project life cycle, from point of planning to mass production of electronic components

SALES & BD SPECIALIST

KLUB Technology Corporation | 2013 – 2015 (Taipei, Taiwan)

Development of new business and management of existing accounts for commercial beverage equipment (espresso & Teapresso machines) and tea materials

- Development of new accounts in Australia and Asia (Japan, Korea, Philippines) through online and offline prospecting and business trips. Successfully established new accounts & business generating up to \$250,000USD in annual revenue.

REFERENCES

REFERENCES AVAILABLE UPON REQUEST
