

Tom Atkinson

Web developer | Software Engineer | Music Artist

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When COVID-19 struck I was working for events company The Rock Factory and the virus vapourised our calendar in a single hit. I was doing an API-integration syncing WordPress WooCom shopping carts first to Zapier middlewar then onto the booking CRM known as CurrentRMS. Javascript, Node, PHP, MySQL, and the odd live sound mixing gig.



With 25 years of Internet production experience, I'm a guru of digital engineering. I've worked with over 140 clients such as Fletcher Building, Snowplanet, Trustpower, Search Republic, including as Fullstack Developer in 2017 on contract to Young+Shand in customs street, Online Marketing Manager for Stray / Spaceships and Search Republic; SEO Manager for ACP Media's Trader Group; as a consultant at formerly First Rate now known as First Digital. In July 2019 I presented a talk on *The Infamous Algorithms of Digital Marketing* at the inaugural Beegital Digital Marketing Summit in Stamford Plaza in Auckland.

As director of Tomachi Corporation (tomachi.co) I consult with my clients on the setup and editing of websites, analytics, social media, blockchain, and interactive. I'm the inventor of open source node CLI imaging DNA Visualisation app **AminoSee**, which is currently being incorporated into a larger project: dnavisualization.org. I'm in the process of launching a range of crypto-tokens, one for fundraising large long-term communal projects, work with Vue, Cordova SPA, and regularly "eject" from React Native, and wrote a WordPress plugin to count PV output for Solarnetwork.nz.

In my space time, I compose and record music (**Tomachi.tv**) and have been hard at work *Spreading Rumours* 散布谣言 with a COVID-19 track I released worldwide on 19 September 2020. It's a song about not wanting to get a virus. About asking Xi Jinping if I can have my spleen and **kidney** back. And in support of the Uyghurs in East Turkestan.



Recently I have been enjoying "lying flat", making a game in Unity C#, teaching myself GLSL c graphics shader development, starting an automated radio station and setting up my house as a live performance studio: we.funk.nz (WeFunkFM).

Key Skills

- ▶ A great passion for the art of complex software design and computer science
- ▶ NodeJS, Vue, Angular and React Full-stack JavaScript Developer
- ▶ JS frameworks Meteor, React, VueJS, Angular, Bootstrap, PostCSS, Webpack
- ▶ Interested in making an ERC20 Token plus Smart Contract in Hyperledger Fabric
- ▶ Testnet deployments on with Embark, Truffle, Ethjs blockchain frameworks
- ▶ Search Engine Optimisation, Website Usability and Internet Marketing Guru
- ▶ Google Ads and Analytics certified since 2007 holding current certification
- ▶ Advanced use of hand-coded JavaScript, HTML, CSS and WordPress CMS
- ▶ Experience with PHP, Python, Apache, Nginx, MySQL, Monogdb and Linux admin
- ▶ Master of Adobe Creative Suite and general net ninja
- ▶ Pro drummer, pianist and producer with 7 albums and 4 international tours
- ▶ Full motorcycle and manual car driving license
- ▶ 80+ words per minute typing speed ([proof](#))

Qualifications

2020	LinkedIn Skills: AWS, Git, React.js	2007	Google Certified Professional
2019	Speaker at Beegital Conference	2005	Tutor NZQA Nat Cert Compute
2018	Google Ads Professional	2001	Macromedia ColdFusion
2015	Site Safe Passport	1999	Macromedia Flash 4
2013	Google Adwords Professional	1997	Video editing Whitecliffe Col.
2013	Google Engage training event	1997	Java Programming Auck. Uni.
2011	Google Think:Travel Sydney AU	1995	Bach. VisCom Design Unitec
2011	Google Certified Professional	1995	Silicon Graphics Alias
2009	Google Adwords Professional	1994	A Bursary Selwyn College
2009	Google Analytics Individual Qual	1994	AIT AutoDeskAnimator
2009	Adobe Flash Forward conf	1993	AutoCadR12 Manukau Polytech
2008	Search Engine Bootcamp conf		

Work Experience

AreaLevel Years Work Experience			
Javascript, HTML5	EXPERT	21	TCorp, Young + Shand, Awaken, Pay2C, CrowdCourier.cc
DevOps	EXPERT	10	TCorp, IHUG using Slackware, Redhat, Centos, Debian, Ubuntu
Apache	EXPERT	14	Editing httpd.conf as root on a Sun Solaris box at IHUG ~1998
ReactJS	EXPERT	4	TCorp, Young + Shand, Awaken, Pay2C, CrowdCourier.cc
Meteor	EXPERT	4	TCorp, Pay2C, CrowdCourier.cc
WordPress, Silverstripe	EXPERT	10	20 sites live presently at tomachi.co/wordpress-site-examples
Unity Game Logic Dev	HIGH	2	Balls Of Steel, Tiritiri Matangi 2
ReactJS / VueJS	HIGH	4	Young + Shand, AminoSee DNA Viewer
NodeJS	HIGH	4	TCorp, AminoSee DNA Viewer, CrowdCourier.cc
Nginx	HIGH	4	Reverse proxy and SSL for TCorp, Pay2C, CrowdCourier.cc
Account Management	HIGH	6	First Rate, PureSEO, Y+S
Copywriting, Legal Writing	GOOD	1	Authored two articles for NZ Musician Magazine (2003/4)
Google Ads, SEO, Analytics	EXPERT	12	First Rate, Stray Travel, ACP Media, Search Republic, PureSEO
Cloud APIs	GOOD	5	oAuth, Nodejs workloads at Amazon, Google Cloud, Facebook.
Git, SVN	GOOD	5	Young + Shand, Stray Travel, Spaceships Campervan Hire, Tomachi Corp
Mongodb	GOOD	4	Young + Shand, Awaken, Pay2C, CrowdCourier.cc
Redux, Webpack, Express	GOOD	3	Young + Shand, CrowdCourier.cc
Ionic / Ember / Angular	GOOD	3	Awaken.guru, and general in-house fullstack framework research
jQuery, Browserify, Regex	EXPERT	12	First Rate, Stray Travel, ACP Media, Search Republic, PureSEO
Online Marketing	EXPERT	12	Currently hold a Google Ads certification, and Analytics
LAMP Stack	GOOD	14	Linux, Apache, MySQL, PHP All of them, incl Advantage Group Ltd
MySQL / Postgresql	GOOD	14	Joomla migration, Stray Travel, Tomachi Corporation
Video Edit	HIGH	1	8 music videos for various NZ bands at youtube.funk.nz
Audio	HIGH	21	8 albums worth of recording engineering mixing

Open Source Git Commit History



577 REPUTATION

5 9

Tomachi top 19% this year
 Fullstack Developer at Tomachi Corporation
 Drummer Composer Producer Designer Coder Inventor of the AminoSee LINA
 Viewer International Recording Artist "Tomachi"

744 contributions in the last year



THE ROCK FACTORY 19 3 ~70k
 answers questions people reached

NZ
 tomachi
 tomachinz
 funk.co.nz

Member for 8 years
 26 profile views
 Last seen 1 min ago
 Visited 702 days, 1 consecutive



Employment and Work Experience

Lead Developer The Rock Factory staging and sound hire company
August 2019 – present. Doing WordPress Shop API integration into RMS via Zapier

Lead Dev – AminoSee DNA Viewer – aminosee.funk.nz
2018-2019. Desktop genomics art/science app written in node, a CLI and web UI.
"I can see it now – I can AminoSee It!"

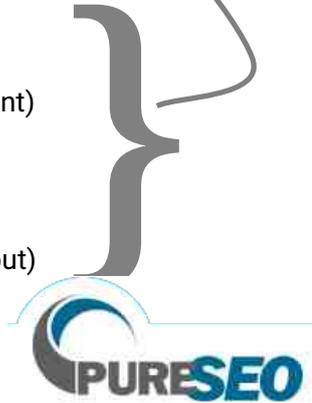


Fullstack Developer – CrowdCourier – crowdcourier.cc
September 2017 – present. A social delivery network / mobile job dispatch app
"Let your customers by your courier!"



Fullstack Developer – Tomachi Corporation – tomachi.co
February 2014 – 2018 - Web Consulting
Freelance web dev, e-Business Consultant, A/V Production, Blockchain

V energy drink for Young+Shand agency	– v.co.nz	(ReactJS)
Solar Network NZ	– solarnetwork.nz	(WP site and forum)
Student Internships NZ	– internships.co.nz	(ecommerce WP site)
Aspire Property Management	– aspireproperty.co.nz	(Google Ads)
Big Brands Online	– bigbrandsonline.co.nz	(devops)
Playtech	– playtech.co.nz	(Google Analytics)
Awaken Direct Democracy Project	– awaken.guru	(NodeJS development)
LendingTalk	– lendingtalk.nz	(WP site setup)
Raven Arts Ltd - stock options	– raven.tomachi.co	(contract writing)
☞ Aum Productions	– aum.co.nz	(WP site setup)
Responsive HTML homepage redesign	– funk.co.nz	(high-end html5 layout)



Senior Digital Marketing Consultant – Pure SEO – www.pureseo.co.nz
March 2013 – February 2014 A small business "Whitehat SEO" shop, we also did Google Analytics and Adwords.



Online Marketing Manager – Stray and Spaceships www.straytravel.com
September 2011 – December 2012 "Boss of traffic enlargement" involved developing our ecommerce website, SEO, paid search, email, social marketing, customer service, reputation management.

Freelance Web Work

June 2011 – September 2011 Local Business Consulting clients Spooksworld, Dramarama, Mello Café, Liquorbox Wine, Ballantyne Taylor, Localist (via ClickThrough SEO agency).

Online Marketing Manager – Search Republic www.searchrepublic.co.nz
January 2010 - June 2011 Initially Adwords Specialist, promoted to Online Marketing Manager, \$1M+ Google Ad budgets, advanced analytics, usability, SEO, email, site optimisation, social media.

SEO Manager – Trader Group / ACP Media Ltd – www.autotrader.co.nz
July 2009 – January 2010 6 month contact SEO for the Trader Group range of websites

Internet Marketing Consultant – First Rate Ltd – www.first-rate.com
2006 – 2009 Search marketing campaign research, setup, maintenance, reporting, strategy development, email marketing, user analytics. I was likely the first person in New Zealand to sit the Google Analytics exam.



Drummer for double-platinum hit group *Breaks Co-op* 2006 UK, AU, NZ tours, including a [60 date tour](#) of the UK, & supports incl Roger Waters
Winner of Song Of The Year at the [New Zealand Music Awards](#).

NZ, Australia, UK and Ireland Tour – [funk.nz/breaks](#)
2005 – 2006

Business Computing Tutor – Sir George Seymour College of Travel – [sirgeorge.co.nz](#)
2005 – April 2006

Freelance Website Designer

2002 – 2005 Clients: Auckland District Health Board, Paradigm Design, The Learning Curve, VodafReactne, Lateral Profiles, and The Hearing House Charitable Trust, Tititiri Matangi Bird Centre – Interactive touch screen bird call memory game: [funk.nz/tiri](#)

HTML Production Designer – Advantage Group Ltd
2000 – 2002

Hand-coded static and 100% custom dynamic sites produced from Photoshop artwork:

[www.meridianenergy.co.nz](#)

[www.whitepages.co.nz](#)

[www.sanitarium.co.nz](#)

[www.yellowpages.co.nz](#)

[www.sanitarium.com.au](#)

[www.zfree.co.nz](#)

[www.skycity.co.nz](#)

[www.waitakere.govt.nz](#)

[www.ztalk.co.nz](#)

Web Team – IHUG (dialup ISP) – [www.ihug.co.nz](#) (now [vodafone.co.nz](#)) 1997 - 2000

Camera operator – Toonz Animation Ltd – Cell-based animation studio. 1995 - 1996

Art Portfolio Site:

[funk.co.nz](#)

Github Profile

[github.com/tomachinz](#)

Stack Overflow Profile:

[stackoverflow.com/cv/tomachi](#)

Recruitment Profile:

[tomachi.co/about/hire-me](#)

LinkedIn Profile:

[linkedin.com/in/tomatkinson](#)

Google Ads Certification

[academy.exceedlms.com/student/award/21752800](#)

Infamous Algorhythm Talk

[testingmind.com/event/2019-auckland](#)



ADWORDS
QUALIFIED
INDIVIDUAL
Google

You can verify my Google qualification above:

Matt Batchelor

Google Agency Liason

Justin Cunningham

DMC Freestyle World
Champion

David Craggs

Master Graphic Designer

Mike Ballantyne

Director
Search Republic

Hannah Cornwell

Director Digital Strategy
CrowdCourier.cc

Kevin Barreau

Fullstack Developer
Young+Shand