



# Tom Atkinson

Funk Star Drummer

Rock Star Developer

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***"A jack of all trades, but a master of none, is probably better than a master of one."***

An eternal optimist, a self-taught computer science 1998 drop-out, internet pioneer, one time online marketing consultant and now... fresh 2025 graduate of a Diploma in Digital Technology Development and Design from Mission Ready HQ, hoping to unleash my new-found React / NodeJS skills to the market.

The Full Stack Developer Accelerator program gives me valuable experience using the current industry standard software stacks – typically NodeJS or PHP backend with with an SQL or MongoDB datastore coupled with a frontend built either from raw HTML and Javascript or usually a framework such as React, VueJS, Ember or Svelte. Use of DevOps tools such as Docker, Github, Figma, and Trello was also covered. Prior to COVID-19 I was integrating the API of The Rock Factory's WordPress / WooCommerce site via Zapier with the CurrentRMS rental management system.



## Key Skills

- ▶ Diploma in Digital Technology Development and Design 2025 Mission Ready NZQA
- ▶ A great passion for the art of complex software design and computer science
- ▶ NodeJS, Vue, Svelte and React Full-stack JavaScript Developer
- ▶ 8 years experience online marketing, SEO, Google Analytics, Adwords, Yahoo, Bing
- ▶ GAIQ and Google Ads certified three times during 2007-2013
- ▶ 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 1998-2006
- ▶ Pro drummer, pianist and producer with 7 albums and 4 international tours
- ▶ Full motorcycle and manual car driving license
- ▶ 100+ words per minute typing speed ([proof](#))

## 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](http://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!"*

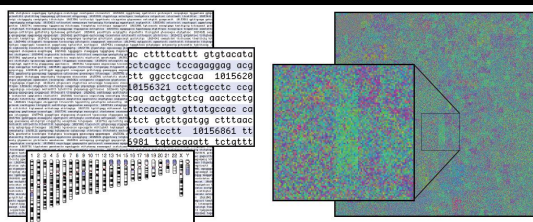
**Fullstack Developer** – CrowdCourier – [crowdcourier.cc](http://crowdcourier.cc)  
September 2017 – 2019. A social delivery network / mobile job dispatch app  
*"Let your customers by your courier!"*



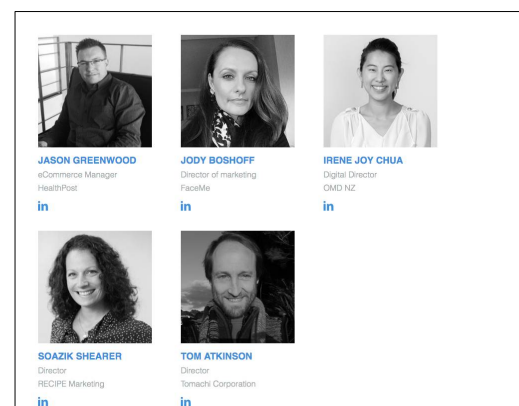
## AminoSeeNoEvil

DNA Viewer by Tom Atkinson - [aminosee.funk.nz](http://aminosee.funk.nz)

The goal: Visually represent an entire genome graphically  
**...in one shot**



v1.0 Press Release Mon 24 Dec 2018



**Fullstack Developer** – Tomachi Corporation – [tomachi.co](http://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](http://v.co.nz) (ReactJS)  
 Solar Network NZ – [solarnetwork.nz](http://solarnetwork.nz) (WP site and forum)  
 Student Internships NZ – [internships.co.nz](http://internships.co.nz) (ecommerce WP site)  
 Aspire Property Management – [aspireproperty.co.nz](http://aspireproperty.co.nz) (Google Ads)  
 Big Brands Online – [bigbrandsonline.co.nz](http://bigbrandsonline.co.nz) (devops)  
 Playtech – [playtech.co.nz](http://playtech.co.nz) (Google Analytics)  
 Awaken Direct Democracy Project – [awaken.guru](http://awaken.guru) (NodeJS development)  
 LendingTalk – [lendingtalk.nz](http://lendingtalk.nz) (WP site setup)  
 Raven Arts Ltd - stock options – [raven.tomachi.co](http://raven.tomachi.co) (contract writing)  
 ☞ Aum Productions – [aum.co.nz](http://aum.co.nz) (WP site setup)  
 Responsive HTML homepage redesign – [funk.co.nz](http://funk.co.nz) (high-end html5 layout)

**Senior Digital Marketing Consultant** – Pure SEO – [www.pureseo.co.nz](http://www.pureseo.co.nz)  
 March 2013 – February 2014 A small business “Whitehat SEO” and Adwords shopaa



**Online Marketing Manager** – Stray and Spaceships [www.straytravel.com](http://www.straytravel.com)  
 September 2011 – December 2012 “Boss of traffic enlargement”



#### **Freelance Web Work**

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

**Online Marketing Manager** – Search Republic [www.searchrepublic.co.nz](http://www.searchrepublic.co.nz)  
 January 2010 - June 2011 Initially Adwords Specialist, promoted to Online Marketing Manager Responsible for over \$1M+ Google Ad spend PA

**SEO Manager** – Trader Group / ACP Media Ltd – [www.autotrader.co.nz](http://www.autotrader.co.nz)  
 July 2009 – January 2010 6 month contract SEO for Trader Group

**Internet Marketing Consultant** – First Rate Ltd – [www.first-rate.com](http://www.first-rate.com)  
 2006 – 2009 Search marketing campaign research, setup, maintenance, reporting



**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](http://funk.nz/breaks)  
 2005 – 2006

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

#### **Freelance Website Designer**

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

#### **HTML Production Designer** – Advantage Group Ltd

2000 – 2002

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

<a href="http://www.meridianenergy.co.nz">www.meridianenergy.co.nz</a>	<a href="http://www.waitakere.govt.nz">www.waitakere.govt.nz</a>
<a href="http://www.sanitarium.co.nz">www.sanitarium.co.nz</a>	<a href="http://www.whitepages.co.nz">www.whitepages.co.nz</a>
<a href="http://www.sanitarium.com.au">www.sanitarium.com.au</a>	<a href="http://www.yellowpages.co.nz">www.yellowpages.co.nz</a>
<a href="http://www.skycity.co.nz">www.skycity.co.nz</a>	<a href="http://www.zfree.co.nz">www.zfree.co.nz</a>
	<a href="http://www.ztalk.co.nz">www.ztalk.co.nz</a>

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

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

Art Portfolio Site: [funk.co.nz](http://funk.co.nz)  
 Github Profile: [github.com/tomachinz](https://github.com/tomachinz)  
 Stack Overflow Profile: [stackoverflow.com/cv/tomachi](https://stackoverflow.com/cv/tomachi)  
 Recruitment Profile: [tomachi.co/about/hire-me](http://tomachi.co/about/hire-me)

LinkedIn Profile: [linkedin.com/in/tomatkinson](https://www.linkedin.com/in/tomatkinson)  
 Google Ads Certification [academy.exceedlms.com/student/award/21752800](https://academy.exceedlms.com/student/award/21752800)  
 Infamous Algorhythm Talk [testingmind.com/event/2019-auckland](https://testingmind.com/event/2019-auckland)

## Qualifications

2025 Diploma in Digital Technology Development and Design	2009	Adobe Flash Forward conf
2024 BMI Certified IQ > 63.1% or 105 IQ	2008	Search Engine Bootcamp conf
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 Commercial & Passenger Driving	1999	Macromedia Flash 4
2015 Site Safe Passport	1997	Video editing Whitecliffe Col.
2013 Google Adwords Professional	1997	Java Programming Auck. Uni.
2013 Google Engage training event	1995	Bach. VisCom Design Unitec
2011 Google Think:Travel Sydney AU	1995	Silicon Graphics Alias
2011 Google Certified Professional	1994	A Bursary Selwyn College
2009 Google Adwords Professional	1994	AIT AutoDesk Animator
2009 Google Analytics Individual Qual	1993	AutoCadR12 Manukau Polytech
		NZQA NIN: 111890906



## Work Experience

Area of Skill	Skill	Years
Javascript, ES6	EXPERT	25
NodeJS, Express, NginX, MongoDB	HIGH	7
ReactJS / VueJS / MeteorJS	HIGH	5
LAMP: Linux Apache MySQL, PHP	EXPERT	18
Google Ads, SEO, Analytics	EXPERT	12
Grade 8 Music Theory, Piano, Pro Drummer	EXPERT	29
React Native, Cordova, Native App	GOOD	2
C# dotnet, Unity Game logic	GOOD	2
Account Management, Copywriting	HIGH	6
MySQL / MariaDB / MongoDB	HIGH	14
MS SQL Server/ Postgresql	GOOD	14
Svelte, Ember, Angular	GOOD	3
Google, AWS, IBM, Linode, MS Cloud APIs	GOOD	5
Logic Audio Production	EXPERT	24
DevOps, Regular Expressions, Bash	EXPERT	20
Adobe CS Grapic Design Apps / Premiere Video Editing	HIGH	20

**Matt Batcheldor**  
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

