Matt Kersley

Full-stack Developer & Team Lead

EXPERIENCE

Brave Agency, Peterborough

Development Team Manager *(Jun 2024 - PRESENT)*

Breaking down statements of work based on client requirements, improving team efficiency through AI-first code reviews integrated in github, modularisation of theme elements, improving upon code review practices and providing training courses to enhance skills.

In addition to this, I work on ad-hoc coding tasks, managing servers, performing manual code reviews, carrying out QA sessions to ensure designs and statement of work are met.

Development Team Lead (Apr 2023 - Jun 2024)

Aiding the Technical Director in breaking down project requirements, supporting the team with their development, carrying out project work of my own, manual code reviews, QA sessions and GIT repo management.

Front-end Developer *(Aug 2021 - Jun 2024)*

Build out full e-commerce websites ranging from SMEs to warehouse based businesses with hundreds of thousands of products.

This is done in accordance with a statement of work and the designs provided by the Design Department.

Jigowatt Limited, Peterborough

Senior Web Developer *(Oct 2011 - Aug 2021)*

Initial scoping, development of e-commerce and brochure websites, supporting the team, server management, implementing GIT workflows and client helpdesk management.

Contact Details

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About

I'm an exceptionally hard-working team player with 20+ years in the industry, building sites and teams of all shapes and sizes.

WordPress has been my go-to platform for the past decade. I've built custom themes and plugins, integrated third-party services and helped teams grow.

I started as a designer, stepped into front-end development and steadily migrated into a more backend role as I've progressed my career.

I have a driver's license, and can solve a rubiks cube.

I've got three ~~feral monsters~~ children; Dad jokes are standard.

I've been able to tackle complex problems that others in the business struggled with, such as extremely complex shipping rules triggering split delivery at checkout (WooCommerce) with different dates and costs associated with them.

I've built processes to improve workflow, such as a debugging plugin and modular ACF-based classes/templates for drag/drop re-use in their starter theme.

Recent Projects

Pulse & Cocktails

A WooCommerce build for a multi-location "adult entertainment" store with EPoS (Cybertill) integration (stock/orders).

In addition to this the site connects with the Royal Mail API for printed delivery labels, and getaddress.io for postcode lookup functionality.

A click-and-collect plugin was built to takes centralised, and store-specific stock into account that has seen an increase to in-store footfall, positively impacting sales for the business both through their website and in-store.

The business saw a 20% revenue increase, almost 30% conversion rate increase and more than 10% increase in average order value.

Sinks & Taps (in development)

A major supplier of sinks, taps and related supplies for B2B and B2C. While not yet launched, this site has some seriously custom features.

Complex shipping rules split any given basket into separate packages with their own delivery date estimates and costs based on:

- Customer's Postcode
- Supplier lead time information for both pallet & courier items
- Supplier specific "next day" cut-off times
- Warehouse stock levels and in-house lead time/cut-off
- "Delivery holiday" rules (pulls in the gov.uk public holidays and allows the client to add their own exclusion dates on top)
- Weekend-specific delivery rules for pallet/courier

The project also has a tradesperson element that allows a trader to sign-up and white-label the website with a custom domain, logo, colours and category sleection. This serves as an on-site sales tool for them and allows them to add items to the basket, save the basket, and pay through their own account at a later time all while showing customers a marked up price (defined by each trader) to their customer and a receive a discounted price for the tradesperson when purchasing.

The site also has custom built filters and ajax paginated results on category pages utilising the WPDB class for speeding up queries.

Internal Debugging Plugin

A plugin that allows Brave's developers to log errors, data and general messages to a WP Admin page for cleaner debugging of custom code. The logging can be turned on or off via admin, along with setting what level of debugging should be reported.

Primary Skills

WordPress / WooCommerce

Themes / Plugins / ACF

PHP / JavaScript / HTML / CSS

MySQL

Git / Gitflow / Github

Problem solving

Communication

Motivational Team Guidance

Clear documentation

Self-motivated learning

Interests

Gaming (Playstation)

Films

Axe Throwing

Photography

AI/Tech

Python