



# Kathy-Lynn Ward

DIGITAL TECHNOLOGY CONSULTANT

I am a full stack web developer and IT consultant with a passion for ongoing learning and successful project implementation.

My emphasis over 20+ years has been on web-based technology with the launch of many successful projects on time and on budget.

## Key Achievements

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- ✓ Creation of dozens of websites, ranging from small brochure-ware sites to full-featured implementations.
- ✓ Development of custom built e-commerce websites.
- ✓ Development of websites for industry organizations including the Barbados Chamber of Commerce and Barbados Bar Association.
- ✓ Business requirements analysis and website development for the CARICOM Secretariat.
- ✓ Development of an extensive advertisement management application which streamlined implementation processes and maximized advertising revenue.
- ✓ Development of the social media strategy to establish the company as a leading authority on destination Barbados and drive traffic to key websites.
- ✓ Creation of website development workflow – from gathering requirements, through design and development, to digital marketing and ongoing monitoring and analysis.
- ✓ Management of a team of designers and programmers.

## Career Summary

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Jan 2019 – Present	Digital Technology Consultant
Jan 2009 – Present	Chief Operating Officer - Axses Systems Caribbean Inc
Jan 2000 to Jan 2009	Lead Website Developer - Axses Systems Caribbean Inc
Oct 1996 to Dec 1999	Website Developer - Systems Caribbean Limited
February 2000 – 2004	Publisher - Rivals.com , West Indies Cricket Division

## Education

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- 1996 BSc. (First Class Honours), Computer Science
- 2010 Certificate, Travel Technology Essentials
- 2011 Google Analytics Individual Qualification, Web Analytics
- 2018 Certificate, Build Your Own Chatbot (Cognitive Class)
- 2019 cPanel Professional Certification

## Skills and Experience

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### Website Design & Development

**Website Design:** Business objective analysis, industry research, information architecture, wire framing, and graphic design.

**Website Development & Coding:** Conversion of graphic design to HTML/CSS template, coding in respective programming language, Content Management System implementation, custom CMS plugin development, cross-browser and cross-device testing, content writing, search engine optimization.

*Tools: HTML, CSS, Javascript, Bootstrap, PHP, ColdFusion, Perl, WordPress, Joomla, Drupal, custom CMS.*

**Database Design:** Systems analysis, database design and optimization.

*Tools: MySQL, MSSQL*

**Software Analysis:** research of available software options and feature comparison to meet current and anticipated future needs.

**API Integration:** Use of third party APIs to access data and functionality including YouTube, iContact, SendGrid, and OpenWeatherMap.

**Website Maintenance:** Ongoing maintenance of websites including hosting support and content updates.

*Sample projects:*

<https://BarbadosHappyHours.com>: Business analysis, website design & development, database design, WordPress CMS, custom plugin coding, SEO, social media.

<https://OurBarbados.Online>: Website design & development, database design, Hugo static site generator.

<http://BarbadosByDrone.com>: Website design, database design, PHP coding, SEO.

<https://re-discover.com>: Business analysis, website design & development, database design, WordPress CMS, custom plugin coding, SEO, social media, progressive web app. AMP version of website for mobile.

<https://BarbadosVacationApartments.com>: Website design & development, WordPress CMS (with LiveCanvas page builder), social media.

<https://PersonaHolidays.com>: Business analysis, WordPress CMS, custom plugin coding, persona-matching application, SEO.

<https://SigniaGlobeFinancial.com>: Drupal form customization, coding of custom loan calculator.

<https://BarbadosVillaVacations.com>: Custom SEO-friendly CMS framework, database design, PHP coding, SEO.

<https://PremierAttractions.bb>: Conversion of Photoshop design to responsive WordPress theme, custom plugin coding, SEO.

<https://BarbadosVacationSpecials.com>: Business analysis, website design, PHP coding, SEO.

## Mobile App Development

Creation of hybrid mobile apps written in HTML, Framework7, CSS, jQuery Mobile; and packaged via PhoneGap Build.

*Sample projects:*

re-DISCOVER Barbados Restaurants

<https://play.google.com/store/apps/details?id=com.rediscover.rediscover>

Barbados Happy Hours

<https://play.google.com/store/apps/details?id=com.barbadoshappyhours.app>

What's On In Barbados

<https://play.google.com/store/apps/details?id=com.axes.whatsoninbarbados>

## E-commerce

Coding of custom e-commerce platforms and integration of online merchant accounts.

Coding of shipping integration (FedEx, DHL, Air Parcel Post and Surface Mail).

Familiarity with packaged and hosted e-commerce solutions including PayPal, Magento, Big Commerce, and WooCommerce.

## Search Engine Optimization and Digital Marketing

Use of keyword research tools to identify target search phrases.

On-site optimization for targeted keywords with consideration of natural language patterns.

Off-site optimization for targeted keywords including inbound linking.

Refinement and optimization of social media content around targeted keywords.

Direct marketing through mailing list building and ongoing campaigns. Experience with iContact and MailChimp platforms.

Management of Pay Per Click campaigns using Google AdWords and advertising campaigns using Facebook.

### Website Analytics

Experience using website analytics software including SmarterStats, WebTrends and AWStats, with special emphasis on Google Analytics.

Use of analytics to measure and optimize website performance, user experience, conversion rates and marketing programs.

### Server Management

Held responsibility of monitoring uptime of Linux and Windows web servers, troubleshooting and resolving issues as they arose, and coordinating with on-site engineers for complex or hardware-related issues.

Maintaining off-site backups.

Management of AWS instances.

### Client Support and Training

Experience training clients in the use of Content Management Systems, image manipulation, and basic SEO.

### Social Media Marketing

Conceptualization, implementation, overseeing and monitoring of social media activities for **barbados.org** and **WhatsOnInBarbados.com** on numerous social networks including Facebook, Twitter, Instagram, Pinterest, Tumblr, YouTube, Foursquare, and Google My Business.

Conceptualization and management of social media advertising campaigns and competitions.

Ongoing social media management for Barbados car rental company and restaurant incentive program.

## Personal Skills

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Time management including prioritization of tasks, setting of personal deadlines, delegation of responsibilities and effective multitasking.

Excellent verbal and written communication skills to ensure effective understanding and execution of goals.

## Awards

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2009            BHTA Award Of Excellence, Tourism Services  
1993/94        UWI, Cave Hill Faculty Prize (Natural Science)

## References

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Mr. John Gibbs  
Manager, Axes Systems Caribbean  
Tel: (246) 436-2779  
E-mail: [jgibbs@axes.net](mailto:jgibbs@axes.net)

Mr. Adrian Loveridge  
Owner of Peach and Quiet Hotel, Owner of re-DISCOVER Barbados  
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## Contact Me

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