

SAM GREENAWAY

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PROFILE

I am a full-stack software, web and app development specialist based in Twickenham, south-west London. I have over 15 years' experience working on the Microsoft (.NET/C#) platform and have a diverse portfolio, having worked within both the public and private sector.

Since 2009 I have operated as an independent freelancer and have undertaken numerous contract assignments alongside delivering marketing websites and mobile apps for small local businesses. My client base includes blue chip household brands such as Virgin Media and Barclays PLC, top London creative agencies like [Matthews International](#) and [Superunion](#) as well as government agencies and financial sector firms in the city.

I have worked with a number of firms in the Financial Services sector including Banks, Hedge Funds and Asset Managers. During the last 3 years I have gained valuable knowledge of London insurance market, working with the world's largest MGA.

Technology wise I am .NET - through and through. I have experienced the evolution of the Microsoft platform from the early days of .NET 1.0, through to the MVC Framework and now .NET Core. I have experience designing and implementing cloud solutions on Azure and AWS. Most recently I have been working on micro-services projects built in Azure and making use of things like Azure ServiceBus, Function Apps, Azure Cognitive Search, Azure SQL, Azure Cosmos and Azure API Manager. I have extensive experience with CMS products and I am an Umbraco certified developer. But my skill set is not purely back-end, I can just as easily switch over to coding front-end apps in HTML5 and Angular with solid knowledge of HTML, JavaScript, Node, CSS and build tools such as Webpack. I've built several mobile apps using the Ionic Framework and I also have expertise in SEO and web marketing strategies, I am highly competent with Google's webmaster tools.

Some of recent highlights include:

- Business critical improvements for a high- volume price comparison site selling legal indemnity insurance for a market leading MGA
- Development of a SharePoint Online ORM mapper and generic API for Document Management integration
- Helping a local PT business adapt their payment and booking system with Zoom integration to help boost business during the pandemic
- Design and Build of an Umbraco website for London's largest Buddhist community

When I'm not busy with my client's projects, I love to travel and I have a passion for photography. I set up [my own travel blog](#) in 2017 which has grown in popularity over the last few years - I have even collaborated with some hospitality businesses in Asia and Central America, including brands such as Shangri-La. I have also been approached by tourism boards wishing to use my photographic work.

KEY STRENGTHS

- Comfortable working to tight deadlines
- Strong team player
- Highly self-motivated
- Attention to detail and presentation of work
- Good communication skills
- Advocate of clean and testable code – i.e. SOLID, Design Patterns, TDD/BDD.

CAREER HISTORY

Dual International / Howden Group Holdings, London

Lead .NET Engineer / Architect (Contractor)

May 2018

I have worked with Dual International since 2018. I was initially involved in rolling out critical improvements for a high-volume price comparison site selling legal indemnity products. This quickly evolved into new feature development, platform stabilization and upgrades. More recently I have designed the cloud and software architecture for a new integration layer built in Azure using micro services.

Superunion, London**Lead Umbraco / .NET Developer (Contractor)****Nov 2017 – May 2018**

I worked on numerous Umbraco projects for high profile clients including Tesco's corporate site, FIFA, Diageo and Oxford University. I lead the development on a greenfield project for the Royal Foundation charity "Heads Together" which provides mental health resources in the education sector. I also set up automated dev-ops operations with automated CI/CD pipelines for the Agency's Umbraco projects using TeamCity.

Homes England (UK Government), London**Senior .NET Engineer (Contractor)****Apr 2017 – Nov 2017**

I worked on two internal systems for Homes England (UK Government). The technology stack for both projects was .NET Web API (RESTful web services) and MS SQL back-end and Html 5 / Angular JS with typescript front-end. I also implemented Redis cache on one of the projects.

Winton Capital Management, London**Senior .NET Engineer (Contractor)****Oct 2016 – Apr 2017**

During my 6-month contract at Winton I worked on customization / API integration projects on top of a Dynamics CRM system, the main technologies used in this role were:

- Dynamics CRM
- ASP.NET Core (Web API) & Entity Framework Core
- RESTful API Design & Implementation
- Git version control
- Jenkins & Octopus CI/CD
- Autofac for DI

J.P Boden & Co, London**Senior Full-Stack .NET Engineer (Contractor)****Feb 2016 – Oct 2016**

I worked with Boden for 9 months the following projects:

- Integrated Adobe Analytics (DTM) into the main e-commerce website and mobile website.
- Led the migration / upgrade of TFS from 2010 version to 2015 version – this involved not only migrating the VCS but also the build server and migrating XAML build profiles to the new format and rewriting them in PowerShell scripts and also integrating the deployment process with Octopus.
- Worked on a major SEO enhancement project for the main ecommerce website.
- Carried out BAU / bug fixing tasks across the company's ecommerce platform which is a set of custom-built legacy applications.

Tech wise all the applications are built on the .NET stack and have a SQL Server, MongoDB, NServiceBus back-end.

Grove Capital Management, London**Tech Lead (Contractor)****Sep 2015 – Feb 2016**

I was the Development / Tech lead on a green-field build of an asset management platform. Most of the work I undertook was architecture design and building components of a data-exchange system to allow data synchronization with partner companies. The system was a proprietary build replacing a lot of legacy SSIS packages with web API's. I worked closely with the technical BA and QA team to ensure TDD and BDD were at the core of the codebase.

Virgin Media, London**Lead .NET Developer (Contractor)****Apr 2013 – Jul 2015**

I lead the development team in Virgin Media's digital department, building various public facing micro sites and marketing / sales websites for quarterly email campaigns and various other business and e-commerce activities. I also built a fully integrated CI/CD pipeline for multiple sites using TeamCity and Amazon's Elastic Beanstalk deployment tool.

The British Museum, London**Senior .NET Developer (Contractor)****Jan 2013 – Apr 2013**

A short term (3 month) project to integrate three of the museums' systems. This involved working with a fundraising CRM system (Blackbaud Raiser's Edge), an e-commerce web platform (Venda) and an in-house intranet portal. Most of the work was centered on importing / synchronizing of data between the CRM and e-commerce platform, using the COM/.NET API provided by the CRM software vendor and web services provided by the e-commerce platform. Technology wise it was mostly WCF/.NET Web Services.

Barclays Capital (Investment Bank), London**Senior .NET Developer (Contractor)****Jun 2012 – Dec 2012**

I helped build Barclays' "Connect Portal" web application, which is an internet based remote access portal. The majority of the work involved securing the system and preparing it to support mass client use during the 2012 Olympic Games. I was also heavily involved in developing a corporate app store product for Barclays which was built using MVC3, Razor Views and JQuery Mobile. I also set up CI pipelines for the project using TeamCity.

EDUCATION

University of Worcester, Worcestershire

Bsc (Hons.) Computing**2005**

Classification 2:2

REFERENCES & PORTFOLIO

Available on request, see LinkedIn profile for endorsements.