



THOMAS FIDE

DESIGNER DEVELOPER
PROJECT MANAGER



➤ PROFILE

Name: Thomas Richard Fide
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➤ ABOUT ME

I have relocated to Perth, WA on a 2 year working visa with my partner. I am a motivated, hard-working and creative individual. I feel my professional strengths are centered around Graphic & Web Design, Project Management and Marketing. I am a sociable person and relish the opportunity to meet clients and work with new people. In my spare time I love to stay active; I enjoy running, cycling and tennis. I am also an avid film enthusiast and a lover of craft beer!

➤ SKILLS

Adobe Photoshop	✔	Elementor	✔
Adobe Illustrator	✔	Builder	✔
Adobe InDesign	✔	Divi	✔
Adobe XD	✔	JetEngine	✔
HTML&CSS	✔	WP Forms	✔
WordPress	✔	Microsoft Office	✔
WooCommerce	✔	Google Suite	✔
MailChimp	✔	WHM + cPanel	✔

➤ WORK EXPERIENCE

○ Company Owner, Designer, Developer, Project Manager Trade Site Wales Ltd (2016 - 2021)

In 2016 I founded Trade Site Wales, a small graphic and web design agency which focuses on creating websites from brief to completed product. Achieving a successful business in a short timeframe has required competence in Graphic Design (UX & UI), Web Design, WordPress Builder and Project Management. I am responsible for end-to-end execution of the product, overseeing outsourcing of various aspects if necessary and working to strict deadlines. More generally, it requires excellent interpersonal skills to develop rapport with clients as well as proficient management of the project timeline and client expectations. I am passionate about improving my technical skills, project management skills, business intuition and people skills at all opportunities. In addition to the production of these Websites, I also offer a package to host and maintain the clients website using platforms like cPanel and Plesk.

To date, I have overseen and contributed to the design and development of over 100 bespoke client websites; these range from business services, online shops, competitions and social platforms. These are built using tools inclusive of, but not limited to, Adobe Illustrator and XD, WordPress, WooCommerce, Elementor, Jet Engine, ACF, Yoast SEO, Google Analytics and Google Search Console. Please refer to my personal website, www.thomasfide.com, which showcases a selection of my portfolio.

○ Company Co-owner, Content Creator, Marketing, SEO Adaptation Dating Ltd (2008 - 2020)

In 2008, I co-founded a successful online dating business, Adaptation Dating. Running this business demands competence on a daily basis in project management, graphic design, web development and online marketing. I am confident that these skills are transferrable across a plethora of roles. Understanding the importance of combining these skills helps me create engaging, attractive and content rich websites that will convert visitors we attract from our adverts into paying customers who sign-up on our white-label dating platform. We currently own a portfolio of over fifty dating websites and our biggest brands are available in five different countries around the world, with a combined revenue of over £3,000,000 since launching. Now that I have relocated to Australia, I have taken a step back from my responsibilities with Adaptation Dating Ltd to explore local opportunities in Perth.

➤ EDUCATION

○ Bachelor of Arts Degree in Film & Video Newport University, South Wales (2004 - 2007)

A 3 year BA course at Newport University, Wales studying Film & Video. I specialised in screen-writing and cinematography, graduating with a 2:1.

○ Business and Technology Education Council Cirencester College, England (2002 - 2004)

A 2 year course focusing on Media Production, Film and Video Studies and Multimedia Applications. I achieved a Distinction..

➤ REFERENCES

○ Angus Thody
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○ Tariq Yousuf
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