 C.V.: Roy Casella

**Roles:**Works as: IT Professional & Consultant; Data, Database & Analyst; Developer; Management Information & Business Intelligence; Business Process Re-engineering; Technical & System Support; Technical Documentation & Specification; Technical & Business - Guidance & Mentoring; IT & Technical Training; Project Delivery; Web, Internet & Design.

**Contact & Personal Information:**Mobile: +44 (0) 7779087576, Email: [roy@designated.org.uk](mailto:roy@designated.org.uk)  
Nationality: British, Gender: Male, DOB: 16/09/1981

Works within UK: England, Wales, Scotland, Ireland and Europe.  
English is my first language. Unpractised basic: German, Italian, Finnish & Spanish.  
Current, clean UK Driving License.

Private limited company delivering direct to clients via projects and also through short & long term contracts.

**Addresses:**

1. 7 Magazine Lane, New Brighton, Wirral, CH45 1LZ, England, UK.
2. 78 Meadow Road, Kennington, London, SW8 1PP, England, UK.
3. Will relocate for contracts and projects, Monday to Friday.

**Certifications:**

Microsoft Certified Professional, Specialist & Technology Associate. Full Microsoft Dynamics Certification. Microsoft Office User Specialist. GoldMine Certified Professional. PRINCE2 Practitioner. ILM Level 7 Executive Coach and Leadership. ITIL awareness. ECDL & ITQ Expert. NVQ’s Management & IT Support & Delivery.

**Skills & Abilities:**

Analysis, Database & Complete system development.

SQL Programming, Management.  
MS Office Expert User. 2007/2010/2013/365 and prior

MS Access application development and Visual Basic for Applications (VBA).

MySQL, MS Access, Oracle and MS SQL Server.   
Text files, CSV’s, DAT files etc…for transformation, exporting & integration into other systems.

3rd Party integrations.

Reporting with: Crystal Reports; MS Access, MS Excel, Web based frameworks; MS SQL.

TeraData, IBM TIBCO MDM, Business Objects

MS Excel Analysis, Reporting, Dashboards, MI, BI, Formulas, Pivot Tables, Power Pivot, Multidimensional & Tabular models.

Tableau, Qlikview

Windows Server & Client Operating Systems – ALL.

MS Exchange, MS SQL Server, IIS, Networking, AD.  
Networking: Setup, Hardware, Cabling.

Mission Critical Technical Support.

Implementation & Support.

IT Consultancy & Training.

Project Management, Support & Guidance .

Business Analysis, Specification writing, Development, Technical Documentation & Writing.

Procedures & Processes,

Web Development: Joomla Framework, Word Press, Frameworks, CSS, Basic PHP, Basic ASP, JavaScript DNS, Hosting, Web Server experience.

Google Products. Adobe.

Private Business & Project Experience.

Corporate Experience.

**Previous Projects & Contracts of interest:**

**Corporate Microsoft Office System Development & Mission Critical Support for General Motors. Microsoft Access, Microsoft Excel, VBA + other MS technologies.**

2 years. 4000x users. Missions Critical System Applications developed with MS Access, VBA, MSSQL Server, MS Excel spreadsheets. I was a Microsoft Expert within the team so provided additional support for MS products such as PowerPoint, Visio, Project, Windows Server, AD, Windows Client and also products such as Lotus Domino.

**MI Specialist, MI Mentor & Project Management to Experian.**

Providing Management Information guidance and delivery inline with the Financial Conduct Authority and project managing the business group and their MI & Reporting workstreams.

**Report writing, MI on ERP, CRM, Logistics, HR, Sales Management, Customer Fulfilment, Operations for an International Services & Training company.**

Developed reporting platform using Microsoft Excel, Microsoft Access, Crystal Reports. Reporting on Sales, Customer Service & Experience, Operations, Mobilisation. Enhancing Microsoft Dynamics CRM. Management Information. Dashboards, PowerPivot etc…

**MS Excel analysis, reporting, MI, upgrading & migration Automotive Manufacturing Vauxhall Motors, Opel, Delphi, Mackie, Ryder Logistics. U.K., Gliwice, Houston, Russelheim. Also project managed a series of Data, Integration and IT projects.**

Developing BI/MI solutions and System development using Excel & Access, Pivot Tables, Lookups, VBA, Macros, Dashboards, Formulas, Data Tables, MS SQL, OLAP Cubes. Access, SQL scripting & querying. My role required Project Management of mine and other projects, corporate training, senior system design and development, guidance and advice, change & specification all heavily documented resulting in resilient solutions.

**IT Server & Workstation support. Server OS & Services, Network, MS Excel, CRM, MS Access & MS Office Application support to hundreds of separate businesses & organisations.**

Support to Microsoft Access applications both basic and Line Of Business full developments. CRM products such as Dynamics CRM, GoldMine CRM, Relational Databases, Microsoft SQL server, Microsoft Exchange, Microsoft Windows Server, AD, networking, network & Internet hardware, IIS, Hyper-V servers.

**Project Management of software development, web solutions and print design work.**

From planning, initiation, delivery, communication and training. Several web projects, CRM, system and database creations using many technologies including Adobe Flash, Adobe Director, .Net, MS Office, Joomla, PHP, ASP, Drupal, Actinic, Also SEO, PPC, Online Marketing, CS Design suite and others. Dynamics CRM, GoldMine, Salesforce etc…

**Windows, Exchange, SQL, CRM & Data Upgrade & Migration project to Technical Services Company.**

Upgrade several MS Windows 2003 environment to Windows 2008 r2 and 2012. SQL 2000 to MS SQL 2008 R2. Exchange 2003 to Exchange 2010. Remote Desktop Services. VPN. Networking. Several LOB databases. Hyper-V

**IT Solution provider of Business Information & Management systems**

Over the past 15 years I have developed widgets, reporting platforms, data cleansers, transformation utilities, database management systems, costing and calculation systems all using primarily the Microsoft Suite of products. Implementing the technologies required to operate, MS Windows Server, MS Exchange, MS SQL, networks etc...  
Ranging from MS Access, VBA, MS Excel, MS SQL, ASP, PHP, VB and integrating systems such as Exchange, Accounts products (e.g. Sage), CRM products such as MS Dynamics CRM, GoldMine etc...  
I have provided the entire lifecycle from pre sales meeting, specification, design, development, implementation, support, training, project management & client liaison. I am well versed in this process and excel at delivery.**Past Projects, Contracts and Solutions Delivered.**

**Apr-Jun 2016 – Lead architect for technical process improvement for Vodafone UK**

The project was a review of one of the existing data sources that is used internally within Vodafone, related processes and elements of the ETL logic and execution. The goal was to provide improvements to existing SQL logic within the organisation as well as providing advice & guidance for current and predicted future challenges. Working within Accounting, Financial Operations.  
 *Oracle Server, SQL Programming, Microsoft Office, TeraData, Microsoft Visio, Microsoft Excel, Formulas, Pivot tables, Data extraction, Microsoft Access, VBA, Business Objects.*

**Nov 2015 - Mar 2016 - Database & Data professional for Vodafone UK**

Design and delivery of several database systems allowing increased efficiency, greater insights and Management Information. Core project involved 1st phase of technical & transactional analysis of current and historical monthly processing of payment information, partner bases and the core EDW. 2nd phase included the developing of a semi-automated, multi data source alignment database improving quality of data and reducing human intervention & potential for errors - accompanied by full audit history and compliant to controls.

Other database development included Out Of Commitment, Partner Base lookup & trend analysis, Historical data review and prediction, Management Information producing systems. I worked within Financial Operations, Acquisitions & Retention, Commissions & Data Management Quality Control.  
 *Microsoft SQL Server, Oracle Server, TeraData, SQL Programming, Microsoft Office, Microsoft Excel, Formulas, Pivot tables, Data extraction, Business Objects reporting, Microsoft Access, VBA.*

**Oct 2015 – SQL Server, Database & Application troubleshooting for Lime Pictures (Hollyoaks, Geordie shore)**

Production MS SQL Server Database required review and correction as a critical application became faulty. This required a review of the MS SQL Server, application defaults, configuration and restoration of MS SQL databases. Data manipulation was required due to inconsistencies found.  
 *Microsoft SQL Server, SQL Programming, Microsoft Office, Microsoft Excel, Microsoft Access.*

**Sep 2015 - SQL Server analysis, HR Report writing & data extraction for Lime Pictures (Hollyoaks, Geordie shore)**

HR Reporting, data transformation & data extraction of SQL server database and HR Reporting. MS Excel used for reporting layer.   
 *Microsoft SQL Server, SQL Programming, Microsoft Office, Microsoft Excel, Formulas, Pivot tables, Data extraction.*

**Jul-Aug 2015 – Website, Process & CRM Consultant for The Brain Charity (formerly Neurosupport)**

Two separate contracts with this client.

*Website* –New website developed. Requirements gathered. Development. Project Management. Training & Support.  
Site: <http://www.thebraincharity.org.uk>   
 *Apache Server, Joomla Framework, PHP, CSS, Design, Project Management.*

*CRM & Process* – Working with the organisation to develop a new way of working, processes, KPIs all delivered through a new Microsoft Dynamics CRM solution.  
 *Microsoft SQL Server, Microsoft Windows Server, Microsoft Exchange Server, Microsoft Dynamics CRM, Microsoft Office, Customisation, Process Mapping.*

**Mar-Jun 2015 – MI Specialist, MI Mentor, Project Manager for Experian.**

Role was partly Management Information specialist and Reporting and then other project management to the business group of 4x businesses. Multiple workstreams, PMS and deliverables inline with the Financial Conduct Authority regulations. I worked within the Project Management Office.  
 *Microsoft Project, Microsoft Office, Microsoft SQL Server, Pentaho, Actuate, Tableau, Qlikview, PRINCE2,*

**Feb 2015 - MI, Data transformation, System Development, Data consolidation (Excel, Access, MS SQL, BI, Cubes) and CRM for Striding Out.**

Consolidated several databases & information systems. Microsoft Excel & Microsoft Access MI & Reporting tools developed. Pivots Tables, Formulas, Power Pivot, VBA, Macros, Querying. Also implementation of Microsoft Dynamics CRM. Worked as consultant, project manager and trainer. Analysis services were also provided.   
 *Microsoft SQL Server, SQL Programming, Microsoft Access, VBA, Microsoft Office, Microsoft Excel, Salesforce, Dynamics CRM.*

**Feb 2015 – Network and VOIP setup for Crime Reduction Initiative.**

Short project assisting with the setup of the WAN and VOIP service allowing CRI to communicate with their head office and undertake services from a branch location. Cisco routers, switches and POE Phones.  
 *Microsoft Windows Server, Hyper-V, Remote Desktop Services, 3CX Telephony, Cisco Phones, Switches, Routers.*

**Jan 2015 - Website & Design Consultant & PM for Merseyside Women Of The Year.**

Website redesign, launch and project management. New fresh look. Membership organisation with annual awards. Nominations, voting, events etc… all included as part of build and delivery. Required data manipulation of offline systems and integration with online. Plus usual DNS and email.   
Site: <http://www.merseysidewomenoftheyear.co.uk>  
 *Plesk, IIS, Joomla, Extensions, CSS, PHP, JavaScript, Adobe Design Suite.*

**Dec-Jan 2015 - Website & Design Consultant & PM for Aline Mobility**

New eCommerce site. Concentrating on sales & conversion. Account management. Order fulfilment. Data transformation and integration from legacy systems. Analysis services required to help Aline to understand buying habits and to focus future marketing efforts. Web server was organised and setup as part of the project plus DNS and email. <http://www.alinemobility.co.uk>.  
 *Plesk, IIS, Joomla, Extensions, CSS, PHP, JavaScript, Adobe Design Suite.*

**Dec 2015 - MI Analysis training using Excel & Access for Government organisation.**

MS Excel & MS Access in an MS SQL and Oracle environment training revolving around database fundamentals, analysis, trends, chart, pivot tables, lookups, VBA, designing systems, GUI & forms.  
 *Microsoft Access, Microsoft Excel, VBA, Microsoft SQL server.*

**Sep-Dec 2014 - Excel, Access, Outlook, PowerPoint, Publisher, Windows training to UK Government Councils.**

Trained Office operatives, IT personnel, Data managers on the MS Office suite covering Formulas such as DSUM, IF, V&HLookups, Pivot Tables, querying MS SQL, integration with 3rd party systems and utilities, Access forms, reports & development, Word reports, letters, merging with management systems, desktop publishing, new Windows interface.  
 *Microsoft Office, Microsoft Excel, Microsoft Access, Microsoft PowerPoint, Microsoft Publisher, Microsoft Windows, LAN & Domain structure, Best Practices.*

**Jun-Aug 2014 - Project Management and training of Dynamics CRM implementation & training for consultancy organisation.**

Project Manager & Lead Consultant. Design & deliver of CRM solution by 3rd party. Parallel MS Access and MS Excel reporting and management systems. Training provided to organisation and Analyst services.  
 *Microsoft Project, Microsoft Access, Microsoft Excel, VBA, Microsoft SQL Server, Microsoft Dynamics CRM.*

**Jun 2014 – Training programme development and delivery to students of Greenwich University**

Designated & delivered an employability programme to Greenwich University students. Starting up, running your business with coaching & mentoring sessions.  
 *Microsoft PowerPoint, Microsoft Office, Video, Classroom delivery, Group delivery, Mentoring, Business Startup, Selling & UPS, Business advice, Peer review.*

**Apr-Jun 2014 – Complete system development with MI, Reporting and Training for a retail organisation, The Orangery.**

Developed Electronic Point of Sale system. Used MS Access and VBA. Complete EPOS system with back office management. Touch screen hardware, receipt printers, networking, till polls, barcoding, magnetic swipe cards etc.. *Microsoft Access, VBA, Microsoft Excel, Barcode scanners & readers, Magnetic card writers & readers, Touchscreen terminals, Card payments, Microsoft Windows client customisation and lock down, Networking, Internet connectivity, EPOS hardware.*

**Feb-Mar 2014 – UK website for global confectionary company Toxic Waste Candy.**

UK website version of globally recognised Toxic Waste Candy brand. Content Management System, Adobe Flash, videos etc…   
Site: <http://www.toxicwastecandy.co.uk>.   
 *Plesk, IIS, Joomla, Extensions, CSS, PHP, JavaScript, Adobe Design Suite.*

**Jan-Feb 2014 – System Design & Guidance for MS Access Database & MS Excel Analysis Solution to Partnership Homes and project planning for ultimate delivery.**

Provided design planning & guidance services for Microsoft Access application with Microsoft Excel running on Microsoft SQL Server with integration with external 3rd party systems.  
 *Microsoft Access, Microsoft Excel, VBA, Microsoft SQL Server, External system integration.*

**Jan-Dec 2013 – IT, Project Management , Training, Web projects, CRM, MS Office support**

Several mini projects throughout the year covering CRM (GoldMine, Dynamics CRM…), MS Office, websites, system databases, IT Pro, reporting, IT training, coaching, mentoring, project management, eLearning etc…  
 *Microsoft Windows Server, Microsoft Exchange, VPN, SonicWall, Cisco, Microsoft Office, Microsoft Access, Microsoft Excel, Microsoft PowerPoint, Captivate, Joomla, Microsoft Dynamics CRM, GoldMine, Networking.*

**Oct 2013 - Jan 2015 - Training to AdviserPlus – national support agency**

Provided training & consultancy services on Microsoft Excel, PowerPoint, presentation skills to multiple locations within the U.K.  
 *Microsoft Office, Microsoft Excel, Microsoft PowerPoint, Presentation skills - delivery & creation.*

**Sep-Dec 2013 –Training to Magenta Living Housing Association**

Developed & delivered training programme covering. Introduction to advanced levels. MS Office general, Excel Analysis Spreadsheets, Access Database & Design, Powerful Presenting with PowerPoint, Internet safety & security, Intro to computers and many others.   
 *Microsoft Office, Microsoft Access, Microsoft Excel, Microsoft PowerPoint, Internet, Microsoft Windows client.*

**Jan 2012 – Jun 2015 – Executive & mentor training to British Banking Association**

I have provided training & mentoring services to several banks within the BBA on a number of subjects.  
 *Leadership training, Coach Mentor training, Business startup and rapid growth, Managing mentoring relationships from 1st meeting to exit.*

**Jan 2010 - Jun 2014 – Excel Analysis, Reporting & MI with MS Access system development and support for national surveying organisation City Surveys.**

Development & implementation of a complete ERP system and the technology to operate the system.  
Microsoft Access based system. Reporting, Analysis, MI, project flow, updates through MS Excel spreadsheets. Pivot Tables, Formulas, Lookups, Querying, Macros, VBA.  
Fileserver, Domain, SQL, Exchange, Remote Desktop Services, Print, DHCPm network setup etc…   
 *Microsoft Windows Server, Microsoft Exchange, AD & server services, Netgear, SonicWall, Microsoft Access, VBA, Microsoft Excel, Remote Desktop Services.*

**Sep 2009 - Mar 2012 – Excel MI, Reporting & MS Access system development with MS SQL as data store, BI and support for North West Development Agency government organisation.**

Developed systems and MI for national training, funding & mentoring programmes. MI, Project Process, Compliance reporting through Microsoft Excel, Microsoft Access for the database. Reporting on data, quality, KPIs, BI, Power Pivot, SSRS etc… Server technology to operate also implemented. Usual services, domain, email, SQL etc…  
 *Microsoft Access, VBA, Microsoft Excel, PowerPivot, Microsoft Windows Servers, AD & domain services.*

**Dec 2009 - Mar 2012 – Implementation, Training & Project Management of Group Mentoring programme for North West Development Agency government organisation.**

Development of plans, schedule management, active project management of deliverables, stake holders, expectation management, mentor supervision & CPD of mentor base. Financial reporting for government requirements and auditing. Microsoft Dynamics CRM implemented & training provided.  
 *Microsoft Dynamics CRM, Microsoft Windows Server, Microsoft Exchange, Microsoft Project.*

**Jan-Dec 2012 – Web based eLearning systems Lead for John Moores University & Confucius Institute. Lead Consultant and Project Manager.**

Project 1: Interactive web based learning resource for Science, Technology, English & Maths (STEM) to national primary schools. I was lead web developer & project manager.

Project 2: Teaching system for Mandarin to national primary schools learning through in-class games and activities with access to additional content at home. HTML, Adobe Flash, PHP, MS PowerPoint. Reporting and MI were delivered through MS Excel spreadsheets using Pivot tables, Data tables, Lookups, Formulas, Macros, VBA, Dashboards from MySQL data.  
 *Adobe Flash, Adobe Illustrator, Adobe PhotoShop, Microsoft Office, Microsoft Excel, VBA, Microsoft PowerPoint, Adobe PDF Writer, Joomla, CSS, HTML, MySQL.*

**Jan-Dec 2011 – Google Trainer – contracted by Google as Northern Training Resource.**Google contract to deliver business focussed training to hundreds of businesses within the North on using Google and its services and applications to maximise business and to generate growth. This included several Google apps; Pay Per Click (PPC) advertising, Search Engine Optimisation (SEO), Analytics with Google Analytics amongst many others.  
 *Google Apps, Google AdWords, Google Analytics.*

**Sep-Dec 2010 – Dynamics CRM Project Management & MI Analytics, Reporting to North West Tourism organisation.**

Interim project manager and client CRM consultant. I sat between the client and implementer. Specification, delivery, training & support. MS Excel and SSRS for MI and reporting.  
 *Microsoft Dynamics CRM, Microsoft Project, Microsoft Excel, Microsoft SQL Server, Microsoft Access.*

**Jul-Dec 2009 – MS Access database development & MS Excel Analytics & MI to national manufacturing organisation BMB Canopies.**

Microsoft Access Line Of Business application for manufacturing organisation. sales (SOP), process, business rules, integration with Sage and CRM. MS Excel for Management Information & Reporting.  
Installation of new Microsoft Stack servers.  
 *Microsoft Access, VBA, Microsoft Excel, Microsoft Windows Server, Microsoft Exchange, Remote Desktop Services, Networking, VPN, Microsoft Office, Sage Accounts, IIS.*

**Jan-Jun 2009 – Developed MS Access & MS Excel MI & Membership system for National Fitness Gym & Nutrition.**

EPOS & membership system. Magnetic swipe tech. Barcoding. Accounts. CRM. HR. Sales & Logistics.  
Microsoft Stack server was implemented and ran usual company services and also SQL server for the Application.  
 *Microsoft Access, Microsoft Excel, VBA, Networking, Barcode technology, Magnetic card technology, Touch screen terminals, Thermal receipt printers.*

**2008 and previous projects have included (but not limited to):**

**Manufacturing company requiring Ordering and Supplier Link system across many sites.**

Microsoft Access application for Just In Time ordering. VBA used for automation. WAN links. SQL replication. Custom synchronisation. MS Access for reporting with MS Excel for export reporting offline.  
 *Cisco, Microsoft Windows server & client, Microsoft SQL server, Microsoft Access, VBA, Microsoft Excel, Sage Accounts, Despatch system (bespoke).*

**eLearning facility for national training company**

Video, multi-choice, slideshow, audio and game content. Feedback and review.  
 *HTML, CSS, Adobe Flash, ASP, MySQL, Adobe Illustrator.*

**Corporate training programme to Vauxhall Motors**Computer LAN, MS Office, Lotus Dominos to employees.

**Group Mentoring project SME sized organisations funded by Government Agency**

Coach Mentor and Group Facilitator within the UK. business owners/directors/senior people. Topics covered were confidence, selling, IT, HR to name a few.

**Training programme development & delivery on Custom HR system for Littlewoods**

Trained staff at all levels on bespoke system across the U.K. I was the lead trainer managing my training team.

**Project Management of Corporate Desktop Roll Out (Twice)**5000 desktop upgrade roll out. Plans, schedules, UAT, documentation, governance, training.

**Analyst to Mackie Automotive System**Analyst services providing insights into manufacturing process, sales order processing, logistics and order fulfilment.

**Analyst to Ryder Logistics**Management information & reporting, system creation. Process re-engineering. Data from disparate sources.

**Trainer of web technologies to UK Council**Web tech training sessions from web servers, DNS etc.. for IT and HTML, CSS, JavaScript, ASP, PHP, Adobe Illustrator, Flash, Fireworks to the support personnel to modify and develop new websites.

**System Development with MS Access & MS Excel for MI**

Developed a disaster management and response system for an insurance company.  
Technologies used were: MS Access, VBA, MS Excel, MS SQL Server, Replication, WAN links, VPN, Windows server, Integration with existing IT systems.

**Trainer to Quest International & Givaudan**

Training employees globally on MS office, SQL, SharePoint, Database Design, Communications & Strategy, Presenting. Lead trainer managing a team of trainers.

**Mentor, Mentor supervisor, programme designer and deliverer**

I have delivered several programmes, designed also and been dedicated to the management of others.  
New mentor training- mentoring process, being inspirational, a critical friend etc… Provide CPD sessions. I have undertaken this role for the British Banking Association, North West Development Agency and UK Councils.

**CRM Implementations, Project Management and Training**I work as a CRM consultant at all of the different phases of a CRM project and pre-project. I have worked with the following solutions: Microsoft Dynamics CRM, GoldMine CRM, SalesOutlook, Sage Act and Saleforce.

My main area of preference and experience has been Dynamics CRM and GoldMine CRM.

I regularly provide training services within CRM either as a delivery consultant, training the trainer, documentation writer and also as a seminar speaker on CRM.