Dear Sir/Madam,

I am writing to express my strong interest in pursuing opportunities within your esteemed organisation. Noted, you will find my CV and a selection of Case Studies that showcase my versatile skill set and extensive experience across various domains.

Throughout my career, I have accumulated over a decade of valuable experience in roles ranging from PHP MySQL Web Developer, Designer, and Video Editor. This diverse background has provided me with a unique perspective and a rich blend of skills to tackle multifaceted challenges.

My educational foundation is rooted in a 2.1 Degree in Computer Science from London South Bank University (LSBU), which has been instrumental in shaping my analytical and problem-solving capabilities. Over the years, I have had the privilege of working on projects for prestigious clients such as Durex, Adobe Generation, Waitrose, The National Lottery, Campari, Three UK, QVC Television, Herbal Essence, Nestle, Peroni, Virgin Media, Lastminute.com, EMI, Fox International, and many other respected brands.

My career journey has equipped me with the proficiency to lead projects from inception to completion, either independently or collaboratively within a team, locally and internationally. I am well-versed in preparing crucial project documents, including Information Architecture (IA), User Journey, and Database Normalisation, which play a pivotal role in presenting project ideas to clients. My expertise extends to creating project timelines, storyboards, and hands-on coding, leveraging tools like Xcode. Additionally, I specialise in working with Social Media APIs, encompassing platforms such as Facebook, X (formally known as Twitter), YouTube, Instagram, and Flickr.

In addition to my coding prowess, I possess a keen eye for design and proficient skills in Photoshop. I often collaborate with other organisations in receiving PSDs, or flat images, slicing them where necessary and ensuring their seamless integration into applications and websites. My core skill set encompasses a wide array of competencies, including but not limited to:

Programming and Web Development:	PHP, OOP (Object-Oriented Programming), MySQL, XML, RSS, CSV, HTML5, CSS/3, JavaScript, jQuery, Vue.js, JSON, Ajax, SEO (Search Engine Optimisation), Version Control (SVN)
Source Management:	Bit, GitHub, GitLab
Media Production and Editing:	Final Cut Pro X (Video Recording and Editing), Logic Pro X (Music and Audio Editing), OBS (Open Broadcaster Software)
Social Media and APIs:	Facebook, X (formally known as Twitter), Spotify, YouTube, Google Maps
Design and Multimedia:	Graphic Design: Wire-framing, Photoshop, Xcode (for iOS app development)

Other skills:	Building trade skills

My history attests to my adaptability, whether in the role of a team member or a project leader. I have successfully managed remote projects, including assignments for esteemed clients like Number 10 Downing Street and Lastminute.com. My unwavering dedication and commitment drive me to consistently deliver projects ahead of schedule, and I prioritise setting clear project requirements from the outset to facilitate efficiency.

My work has adorned billboards across the United Kingdom, graced the cover of New Media Age magazine, and been featured in various international publications. Despite these notable mentions, I remain humble and honoured.

I am brimming with innovative ideas for the development of new online products, including live real-time games, widgets, apps, and bespoke CMS solutions. I firmly believe that my client's success is intrinsically linked to a strong working relationship, and I am confident that my extensive experience and knowledge can make a substantial contribution to your organisation.

I am eager to explore how my skill set and passion for innovation can align with the goals and vision of your organisation. Please feel free to contact me at your convenience via email at d.mason@jaysoftware.co.uk or by phone at +44 (0)74 0304 7639 You can also find more information about my work and portfolio on my website: https://www.jaysoftware.co.uk or https://www.jaysoftware.co.uk/chatgpt/familytree/services.php?id=17

Thank you for considering my application. I look forward to the possibility of contributing to your organisation's continued growth and success.

Yours faithfully,

Mr Daniel Mason BSc (Hons), CEng

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Additional Information for Requirement Agencies and Employers:

Desired Location: Open to various locations, including remote work.
Availability: Available as soon as possible for new opportunities.
Preferred Position Types: Open to Contract, Contract to Perm, or Permanent Positions.

Preferred Roles: My versatile skill set allows me to excel in a range of roles, including Video Editor, PHP MySQL Web Developer / Programmer, Facebook Application Developer, and Website Designer.

Experience: Over 10 years of commercial experience, adaptable to various industries and sectors.