Personal

Lucas Johnston
+31 (0)85-0162461

Education

Master Information Studies
University of Amsterdam
2020 – 2023 July
Elective courses: Entrepreneurship in Analytics & AI, Applied Machine-Learning

Bachelor of Information and Communication Technology
Avans University of Applied Sciences, Breda
2010 – 2015
Major: Business IT & Management
Minor: University of Amsterdam, Information Science

Personal traits

IT specialist at heart, affinity toward business administration and commerce. Takes initiative and responsibility. Interprets business needs and finds solutions considering budget, quality and time, but also possibilities, constraints and opportunities. Comfortable taking the lead in a team, likes to tackle problems head-on. Values empathy in communications.

Work experience

Consultant and owner, Phitech Consulting, Utrecht
2010 – 2022 (present)

Strategic partner to small and medium sized businesses in Information Technology. Supports management to upscale business by utilizing technologic opportunities. Outsourcing partner in data engineering, web development, online marketing and systems integrations.

Recent projects: Development of new web shop using WooCommerce for a consumer food service with complex custom subscriptions features. Integration of SMS-messaging service.

Manager Information Systems, Chip Bizz BV, Abcoude
2015 – 2022 (present)

Observed growth of the business during six years from a few web shop orders per day to multiple millions of web shop revenue per year. Initiated and completed projects in fields of marketing, infrastructure, web development, information security and sales of public transport digital products such as e-tickets via external partner API's.

Graduate Intern, FranklinCovey Benelux, Amersfoort
2014 – 2015

Consulted on marketing automation and (Salesforce) CRM.

Previous work experience
2001 – 2013

Financial administration, market research, IT system administration, wholesale, retail, a.o.

Languages

Dutch (native language); English (bilingual proficiency).

Skills and knowledge

- ✓ Laravel, Wordpress, WooCommerce
- ✓ Analysis organisation processes, culture, structure
- ✓ Google Ads/Analytics/Shopping/Search Console
- ✓ Statistics, PowerBI, natural language processing
- ✓ CRM, email marketing, ecommerce, SEO, SEA
- ✓ ISO27001-compliance, OWASP standards
- ✓ Database design, SQL, UML, RDF/OWL
- ✓ Agile software development methods
- ✓ PHP, Javascript, HTML5, CSS, Python
- ✓ REST-API integration