

# RILEY DEAN PITMAN

BUSINESS ANALYST | FRONT-END WEBSITE DEVELOPER

## GET IN TOUCH

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- Code B** - Manual Licence

## EDUCATION

2023-2025  
**University of the Witwatersrand**  
Bachelors of Commerce (Information Systems)

- Best Capstone Project Showcase (2025)
- Best Capstone Project (2024)
- Golden Key Candidate (2023 & 2024)

## SKILLS

- Technical Skills
  - Front-End Development (HTML, CSS, HubSpot CMS, REACT)
  - CRM & CMS Systems (HubSpot CRM & CMS)
  - Systems & Process Analysis & Design
- Business & Consulting
  - Business & Digital Consulting
  - Change Management
- Tools & Platforms
  - HubSpot (CRM, CMS, Marketing Hub)
  - Google Workspace (G-Suite)
  - Microsoft Office
- Creative & Digital
  - Website & Content Management
  - Creative Content Design & Publishing

## PROFILE

BCom Information Systems graduate from the University of the Witwatersrand with experience in front-end development, CRM systems, and digital consulting. Currently working as a Junior Front-End Developer, specialising in HubSpot CMS development, portal audits, and business-focused system improvements. Proven ability to translate business needs into practical, user-focused solutions, with a strong emphasis on clean implementation and structured processes. Seeking to grow within a technical role that bridges development and business systems.

## EXPERIENCE

### DIGITAL SOLUTIONS DEVELOPER

- Spitfire Inbound January 2024 - Present
- Researched and implemented front-end technologies to improve CMS performance and usability
  - Conducted HubSpot CRM and CMS portal audits, identifying optimisation opportunities across client systems
  - Developed custom HubSpot CMS modules, improving flexibility and user experience for client websites
  - Produced technical documentation to support internal processes and improve team efficiency

### WEBMASTER & GENERAL ADMINISTRATOR

- Ukululama Projects & Pink House Music 2018 - 2024
- Supported operations as a general team assistant across multiple projects
  - Coordinated sales and IT-related project activities
  - Managed website content and digital platforms
  - Contributed to event technology setup and execution
  - Created and published digital and creative content

### PROPRIETOR - TECHNICAL OFFICER

- Fire Sands Group 2016 - Present
- Delivered freelance managed IT services and CRM/CMS solutions for small businesses
  - Managed Jira ticketing systems and ongoing portal maintenance
  - Designed and implemented technical solutions aligned with client business needs
  - Provided creative services including photography and digital design for branding and content