

ADRIAN LAWLEY

Senior Full-Stack Developer | Technical Lead

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PROFESSIONAL PROFILE

Senior full-stack developer and technical team lead with more than 20 years of experience building, modernising, and operating digital products. Combines current hands-on engineering with technical ownership, mentoring, and cross-functional delivery. Extensive expertise in PHP, Laravel, Symfony, and JavaScript, alongside experience with high-traffic media platforms, advertising technology, analytics, and legacy-system modernisation. Analytical, pragmatic, and solution-focused, with a strong emphasis on maintainable architecture, reliable delivery, and effective collaboration.

CORE SKILLS

Backend & Data

PHP, Laravel, Symfony, CakePHP, MariaDB, MySQL

Ad Tech & Analytics

Prebid, Metatag, GA4, GTM, Looker Studio, JSON-LD

Frontend

JavaScript, Vue.js, jQuery, ES2015, HTML5, CSS3, Sass

Engineering

Legacy refactoring, caching, security, Git, SVN, Jira

Platforms & Cloud

AWS, Stripe, CMS, eZ Publish, performance optimisation

Leadership

Technical ownership, mentoring, stakeholder management, Claude Code

PROFESSIONAL EXPERIENCE

02/2022 -
07/2026

DeineTierwelt GmbH | Hannover, Germany

Senior Full-Stack Web Developer

- Developed and maintained a digital platform using PHP, Laravel, Vue.js, JavaScript, and MariaDB.
- Delivered business-critical functionality across the backend and frontend, taking technical ownership of sustainable solutions.
- Modernised and refactored legacy code to improve maintainability and support continued platform development.
- Worked with AWS and external integrations, including Stripe.
- Built reports and dashboards with GA4, GTM, and Looker Studio to support data-informed product decisions.
- Integrated Claude Code and other AI-assisted tools into the development workflow while retaining rigorous technical review and accountability for production code.

01/2019 -
01/2022

RedaktionsNetzwerk Deutschland (RND) | Hannover, Germany

Team Lead, Brand Portals / Senior Full-Stack Web Developer

- Held technical responsibility for 14 regional news and media brand portals.
- Led and supported the development team while remaining actively involved in hands-on software engineering.
- Operated and enhanced high-traffic platforms serving more than 20 million visits per month.
- Coordinated technical delivery with product management, data analytics, advertising management, and other stakeholders.
- Promoted clear ownership, removed delivery blockers, and developed maintainable long-term solutions.
- Developed with PHP, Symfony, eZ Publish, JavaScript, jQuery, Sass, and CSS3, with additional responsibility for ad tech, performance, and JSON-LD.

PROFESSIONAL EXPERIENCE

- 12/2015 - 12/2018** **Madsack Online GmbH & Co. KG** | Hannover, Germany
Ad Technology & Software Engineer; Frontend Team Lead from 01/2018
- Developed and enhanced high-traffic news portals using PHP, Symfony, eZ Publish, JavaScript, Sass, and CSS3.
 - Assumed leadership of the frontend team in January 2018, having previously acted regularly as deputy team lead.
 - Implemented and maintained advertising-technology integrations and digital monetisation solutions.
 - Delivered responsive frontend development, including Bootstrap, and implemented structured data using JSON-LD.
 - Optimised performance for platforms serving more than 20 million visits per month; used Git and SVN for version control.
- 04/2012 - 07/2013** **Juwi MacMillan Group GmbH** | Walsrode, Germany
Frontend Software Developer
- Developed web interfaces using JavaScript, jQuery, XSLT, HTML5, and CSS3.
 - Created standards-compliant layouts, supported search-engine optimisation, and collaborated through Git and SVN.
 - Produced and edited visual assets using Adobe Photoshop.
- 07/2008 - 03/2012** **SoftSelect GmbH** | Hamburg, Germany
Web Manager
- Developed and maintained web applications using PHP, CakePHP, JavaScript, jQuery, and CSS.
 - Integrated and extended a content-management system, administered databases, and supported SEO.
 - Contributed to corporate design, communications, and translations.

ADDITIONAL WEB & MEDIA EXPERIENCE

- 02/2007 - 06/2008** **car akustik system AG** | Hameln, Germany — Internet Researcher / Web Specialist
E-commerce, eBay shop, xt:Commerce, PHP, ActionScript, database administration, and digital content.
- 08/2005 - 06/2008** **Zero Gravity Design & Associates** | Winston-Salem, NC, USA — Web & Flash Developer
PHP, MySQL, JavaScript, XML, ActionScript, MODX CMS, and W3C-compliant web layouts.
- 08/2004 - 07/2005** **Institute Dr. Schrader** | Holzminden, Germany — Digital & Print Media Designer
Web development, e-marketing, corporate design, translations, and technical installations.
- 10/2002 - 03/2003** **BHW Bausparkasse AG** | Hameln, Germany — Web Designer
PHP, JavaScript, HTML, ActionScript, presentations, and digital marketing materials.

EARLIER PROFESSIONAL EXPERIENCE

- 06/1998 - 05/2001** **PROTEC Baumaschinen GmbH** | Hameln, Germany — Industrial Painter
Surface preparation, painting, quality work, and stock ordering.
- 05/1997 - 05/1998** **GUT Personal** | Hameln, Germany — Vehicle Painter / Production Operative
Painting, machine operation, warehouse duties, and forklift operation.
- 10/1988 - 03/1997** **British Armed Forces / Royal Engineers** — Combat Engineer and Section Commander
Team leadership, operational organisation, technical duties, and responsibility under demanding conditions.

EDUCATION & PROFESSIONAL DEVELOPMENT

- 03/2017 - 06/2017

SensioLabs Online

Symfony Certification Coaching

• Advanced training in software architecture, caching, routing, dependency injection, and security.
- 08/2001 - 07/2003

Akademie Überlingen | Hameln, Germany

Digital and Print Media Designer, Media Operations

• Key subjects included PHP, MySQL, JavaScript, HTML, CSS, digital design, multimedia production, corporate identity, and visual communication.

ADDITIONAL QUALIFICATIONS

- 04/1993 - 08/1993

Royal School of Military Engineering (RSME) | Chatham, UK — City & Guilds Advanced Craft Certificate in Building Finishing

Advanced surface-finishing, construction, safety, and quality-control techniques.
- 09/1990 - 12/1991

Royal School of Military Engineering (RSME) | Chatham, UK — City & Guilds Craft Certificate in Building Finishing

Skilled-trades training with a focus on quality, safety, materials, and practical delivery.
- 10/1986 - 12/1987

Junior Leaders Regiment, Royal Engineers | Dover, UK — Military and Technical Foundation Training

Technical training, teamwork, operational discipline, and structured leadership development.
- 09/1980 - 07/1986

Olchfa Comprehensive School | Swansea, UK — Certificate of Secondary Education (CSE)

Subjects included mathematics, computing, English, electronics, and sciences.

LANGUAGES & ADDITIONAL INFORMATION

Languages	English: Native German: Full professional proficiency, spoken and written
Working style	Analytical, pragmatic, solution-focused, collaborative, and resilient
Driving licence	Categories B + E