

Curriculum Vitae

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I have been in the commercial **digital signage, event production** and **IT** industries since 2002. My initial exposure to digital signage was with a London based company called M.E.I. (who installed the UK's first large scale digital signage network into WHSmith Travel and Retail stores). I started by monitoring the network in the UK and USA, then started to develop additional software solutions and systems for this, and other, networks and technical digital installations. Throughout my career, I have accumulated comprehensive experience and proven commercial application in all areas of digital signage and IT from business development, software and hardware development, innovative technical solutions, project management, installations, troubleshooting, maintenance, training, people management and support. My broad skills, commitment to learn and willingness to take on responsibility have been recognised throughout my career.

I have comprehensive technical commercial experience in Google AdWords and other online marketing, organic SEO (Search Engine Optimisation), web development (PHP, JQuery, JavaScript, ASP, HTML5, MySQL, MSSQL, XML), digital signage platforms (Scala, SignageLive, Beabloo, BroadSign, PADS, Navori, Acquire, BrightAuthor and bespoke platforms), software development using Microsoft Visual Studio (ASP.NET, C#.NET and VB.NET) and legacy platforms such as Visual Basic 6, Microsoft Access, 68000 machine code programming and Social Media (Twitter, Facebook, LinkedIn, Google+1) set up, management and promotion.

Since 2008, I have been working and consulting for a variety of companies. I have gained comprehensive experience in work flexibility, supporting fellow colleagues, meeting tight deadlines, time management, self-motivation and working for individuals and SMEs. In 2011, I inaugurated a Limited company following a successful sole proprietorship which has gone from strength to strength with a 6 figure annual turnover. I also work with Screen Media Technologies Ltd and Digital Media Technologies Ltd on a retainer basis.

Current positions

Managing Director, JAC Digital Ltd

August 2011 - Present

After establishing a sole trading consultancy with www.johncove.co.uk and new business development, I had a suitably strong and growing client base to inaugurate my own limited company, to take business to the next step. I have now established an exceptional reputation in the digital signage and DOOH sectors.

I work with a number of my own clients in a variety of roles and sectors, working to varied deadlines and managing my time effectively to ensure I meet varying deadlines always producing an excellent product.

I am consistently working on multiple projects at any one time in a variety of disciplines and skillsets.

Head of Integration, DMT Ltd

May 2016 - Present

- Developing scripts to interact with APIs.
- Developing applications for a variety of projects and solutions.
- Preparing AV equipment for installation.
- Installation of digital signage servers and associated AV equipment.

Key achievements

Developing a solution that monitors three lanes of motorway traffic providing accurate car counting statistics. Developing a solution that monitors cars at traffic lights returning the cars' information using ANPR data then displaying a targeted advert on a large landscape screen directly in-front of them in seconds.

Development Director, Screen Media Support Ltd

May 2011 – December 2016

- Lead technical and digital signage consultant.
- Project management.
- Software development.
- New business development.

Key achievements

Project managing a high brightness outdoor digital signage installation at Molinare, film post-production studio in London. Project managing a worldwide rollout for Saatchi & Saatchi X with Diagio for digital signage installations in duty free stores for Smirnoff vodka. Project Managing a Selfridges window display with Diesel to promote their new line in jeans.

Career history

Technical Development Manager, Icon World Ltd

May 2010 – May 2011

- Developing innovative technical solutions.
- Be-spoke software and hardware development.
- Technical support and trouble shooting.
- Digital signage and IT consultant.

Key achievement

Worked as lead software developer and technical support for Aviva “you are the big picture campaign”. This campaign was Aviva’s first global brand campaign. This unique project uses the Facebook platform, YouTube channel and live streaming across six participating cities around the world simultaneously. With strong digital and social media component, the campaign gave tens of thousands of people around the world the chance to have their own moment of recognition: their photo projected onto one of the buildings in the six participating cities.

Operations Manager, Surgery Media Systems Ltd (SMS)

January 2009 – May 2011

SMS develops, installs and maintains digital signage and interactive kiosk networks predominantly for dental practice and GP surgery waiting rooms. My duties included:-

- Continued improvements and appraisal of the SMS offering and services.
- Main point of contact for all technical, project and operational matters.
- Develop and manage a CRM, site monitoring and maintenance system.
- Management of technical, sales and development staff and departments.
- Preparing and testing software and hardware for exhibitions, demos and site installations.
- Web site development and design based on brand guidelines.
- Running training courses in person and over the telephone.

Key achievement

I received a promotion to the role of operations manager after only five months with SMS. As well as maintaining my responsibilities as technical and project manager, I was entrusted to operate the company on a day to day basis. I embraced the new challenges and responsibilities that came with the role.

Technical Development Manager, MEI Events Ltd

April 2009 – September 2010

- Be-spoke software development
- Technical consultant and technical project management.
- Writing proposals, technical specifications and project outline documents.

- Exhibit, stands and event installation and maintenance.

Key achievement

Working on the development of a virtual painting software application that was showcased at Dover Castle and featured nationally in the press.

Technical and Project Manager, Surgery Media Systems Ltd

June 2008 – January 2009

- Interviewing and hiring members of staff.
- Holding and organising regular staff meetings.
- Purchasing responsibilities.
- Appraisals, personal development management and daily HR responsibilities.
- Software development (LAMP, HTML, ASP, Javascript, CSS, XML, Visual Basic and MSSQL).
- Technical documentation and monthly company technical and operational reports for the board.
- Sourcing software, hardware and services to complete specific tasks and solutions.

Key achievement

Project management and development of a digital signage and interactive kiosk network from ground up. Forming the SMS team, personally interviewing and hiring staff to achieve the project goal successfully on time and on budget.

Project Manager, OMG Construction Ltd

November 2007 – June 2008

OMG Construction Ltd offer construction and maintenance services to the domestic and commercial sectors.

- Management and supervision of sub-contractors over multiple commercial sites across Greenwich.
- Estimation of material requirements, ordering of materials and account management.
- Liaising with client, governmental bodies, health and safety offices etc.
- Health and safety reporting and adherence.

Key achievement

Project managing two large restaurant re-fits in The O2 and indoor ice-rinks at The O2 and Canary Wharf.

Technical Developer, Liquid Digital Ltd

July 2006 – November 2007

Liquid Digital specialise in innovative digital signage communication, content and software development.

- Web site and software development.
- Managing the WHSmith UK digital signage network, including content management, scheduling and monitoring of screen content on over 100 individual screens and media players.
- Managing the Cabvision in-cab remote digital signage network spanning over 1000 taxis.
- Troubleshooting over the telephone, on-site maintenance visits and maintenance tours.
- Setting up and administering of a Windows 2003 Advanced Server datacentre servers.
- Hardware and software set up and technical support for corporate events, including local area network installation, internet connection, lighting and audio set up.

Key achievement

Back end development and managing the Cabvision in-cab entertainment network. I was responsible for content delivery, hardware maintenance and developing the web portal used by Cabvision; the purpose of this system is to set up new accounts to all aspects of playback reporting and content management. I helped develop a content delivery platform that operated over GPRS/DAB.

Previous employment history

Systems Manager, MEI Digital Ltd
Database Development Manager, NHS Direct
IT Manager, Magicnet Computer Consultants Ltd
Technical Manager, Datascan Font Services Ltd

October 2002 – July 2006
January 2002 – October 2002
January 1997 – January 2002
January 1996 – January 1997

Qualifications and education

Jun 2011	Certified Acquire digital signage software partner
Jun 2010	Certified SignageLive digital signage software partner
Jun 2009	Certified Scala Partner (100% in the certification exams)
Jul 1998 – Jul 2001 University of Surrey	Computer Science with Business Management 1 st Class Degree with honours
Jan 2001 – Jul 2001 Cisco Academy, Surrey	Cisco Systems CCNA Semester 1 (96% in final exam) Cisco Systems CCNA Semester 2 (78% in final exam)
Jul 1993 – Jul 1995 East Surrey College, Redhill	BTEC National Diploma in Computer Studies (11 distinctions, 7 merits and 1 pass)
Jan 1987 – Jun 1993 Caterham School, Caterham	8 GCSE Passes

Personal interests

I run my own eBay business and independent online shop specialising in retro computing.

Although IT and computing consumes the majority of my life, I have a very keen interest in music, 1980s movies, skiing, photography and Atari ST retro computer collecting.

I am also a dedicate squash player, playing in my local squash team and taking part in tournaments and club leagues.