

Darlene Cresswell

Senior full-stack software developer and client-services leader with more than 25 years of experience, based in Roatán, Honduras for close to 11 years. I left school as a trained programmer and rose to director level at two different software companies: Director of Client Services at Accellos Inc. (2002 to 2007) and Director of Client Solutions at MultiView Inc. (2007 to 2012). My career started in 1999 with business development and project management at Delfour Corporation, and across those years I worked in customer service, training management, account management and software consulting.

My education gave me both the technical and the business foundation. I was formally trained in Assembler, COBOL and Windows C++, which built the logical, structured thinking behind everything I have developed since, and I studied business analysis and business administration at Everest College and project management at Seneca College.

From 2013 I moved into entrepreneurship, writing my own software. I built a proprietary conference management software platform for nonprofit associations through Strategic Events Plus (2013 to 2019), and I created and ran Kaylie's Kottage (2013 to 2017), a multi-vendor retail store with 50 to 60 artisan vendors alongside a coffee shop, an ice cream shop, a clothing boutique and a home décor space. I continue that work today through ISLA Business Services, building web platforms, online marketplaces, booking and payment systems and Artificial Intelligence (AI) visibility tools for small and mid-sized businesses.

Skill area	What I can do	Level
Assembler, COBOL and Windows C++	Formally trained, and the foundation of my logical, structured approach to problem solving and every language I have used since	Expert
HTML and CSS	Build responsive, mobile-first pages and layouts with consistent branding	Expert
PHP	Build full applications with admin areas, APIs, email notifications and payment handling	Expert
JavaScript	Build interactive pages, carts, checkout flows and language toggles	Expert
Java	Develop object-oriented applications and business logic	Expert
Relational databases	Design data models, write queries, and structure products, orders, billing and reporting data (25+ years)	Expert
Oracle relational database	Design, query and maintain data in Oracle relational databases	Expert
Supabase and PostgreSQL	Set up authentication, file storage, row-level security and cascading data cleanup	Expert
MySQL and cPanel hosting	Create databases, deploy sites through FTP and manage reseller hosting	Expert
Linux and Unix	Work confidently in Linux and Unix server environments	Expert
Application Programming Interfaces (APIs)	Integrate third-party services into applications, including PayPal, Stripe, Resend, SPF, DKIM, OpenAI and Perplexity, and build small APIs of my own	Expert

Skill area	What I can do	Level
Artificial Intelligence	Build with Claude, OpenAI and Perplexity, Gemini design prompts, and create AI-assisted products, audits and automated workflows	Expert
Social media marketing & strategic planning	Plan bilingual campaigns, audit websites, write search-friendly content, and improve how a business appears in traditional search, answer engines and generative AI results	Expert
Search Engine Optimization (SEO), Answer Engine Optimization (AEO) and Generative Engine Optimization (GEO)	Understand the strongest fundamental requirements to ensure top-level high-ranking Search Engine Optimization, and provide the basic foundation to AEO and GEO	Expert
Project management (Project Management Institute, PMI)	Plan, schedule, and deliver software and business projects using PMI-based project management practices	Expert
Business analysis	Gather and document requirements, analyze business processes, and translate business needs into standard operating processes (SOP) and software solutions	Expert
Key Performance Indicators (KPIs)	Define, track and report on measurable targets for projects, client services and business performance	Expert
Client services, account management and training	Lead client-services teams, manage accounts, and train users at director level	Expert
Retail and vendor management	Run a multi-vendor store with 50 to 60 vendors across several business lines	Expert
Graphic design software (Adobe Photoshop Creative Suite 5, Inkscape, CorelDraw) and AI graphics	Create and edit graphics, logos and marketing images using design software and AI image generation	Expert
Python and Flask	Deploy a small API on shared hosting	Advanced
AI video generation (Seedance and Higgsfield)	Create short AI-generated videos for marketing content	Advanced