

A Google certified Head of Digital experienced in managing websites, teams and design.

A hands on practical Head of Digital with 10 years experience in design, email marketing, content creation, PPC and strategic planning. Strong commercial acumen with a recent AAT accountancy qualification (2019). My approach is focused and supportive in coaching and developing internal and external team members to produce results. Solid experience in Photoshop, Illustrator, video production (Adobe Premiere), email marketing, web development and campaign management.

Skills

Team Management	PPC	Graphic Design	Campaign Marketing	Marketing Strategy
Budgeting	Video Production	Marketing Automation	Web Development	Email Marketing

Software

Graphic Design - Adobe Photoshop, Illustrator, InDesign, XD, Premiere, Axure, Cacao.

E-Commerce - NetSuite, Shopify, Woo Commerce, Magento.

Business Software - Sage, Xero, FreshSales, NetSuite CRM, HR Toolkit, Citation, SmartSheet, Office (Advanced).

Google - Google Adwords and Analytics certified, AdSense, YouTube, Tag Manager, G-Suite administration.

Web Development - HTML, CSS, FTP software, CMS Installs, SSL configuration.

CMS - WordPress, NetSuite, Magento, Drupal, SharePoint, Concrete 5, plus others.

Email Marketing - Act-On, Campaign Monitor, DotMailer, MailChimp, Communigator, plus others.

Qualifications

2:1 University of Portsmouth - BA Hons Business and Marketing.

KTP University of Chichester - Knowledge Transfer Partnership.

College and High School - Four A Levels - Nine GCSEs at (A* - C).

Google Certified - PPC and Google Analytics (2019).

AAT Accounting - Foundation Certificate AAT Level 2 (2019).

About

I like to keep active and regularly run as part of the Emsworth Joggers, I also kayak and complete a trip to the Isle of White as kayak support for those raising money for charity. Charity work involves using my skills in design, strategy and web development to give back to the community at strategic Trustee level.

Meon Valley Travel - Group Marketing Manager

March 2020 - Current

Accomplishments

- Line Management of a team of four. Leading the Marketing Team at Meon Valley Travel, through strategy development, allocation of budget, ad spend, marketing campaigns and developing the teams' core capabilities.
- Development of new website, including SEO improvements and complete overhaul of visuals.
- Won TTG award for Best Travel Agency in the South East through a video pitch of all our marketing campaigns.
- Team training and development, all staff have now completed Google certifications.
- Management of budget, team and delivered monthly board presentations and weekly KPI reports.
- Growth of email database from 6,908 subscribers to 41,223 in June 2021.

MeonUK - Marketing Team Leader

March 2018 - 2020

Accomplishments

- Development of new e-commerce website, including SEO improvements and complete overhaul of visuals.
- Management of budget, team and delivered monthly board presentations and weekly KPI reports.
- Launched new brands and developed older ones with microsite campaigns, email automation, PPC and retargeting campaigns. Product launches included creating videos, how to's and events.
- Increasing average open rates of email and automation campaigns from 3.40% to 27% within 9 months.
- Increasing YouTube subscribers by +753 in one month, taking the audience to over 10,000, and 5 million views.

GenesisCare - Digital Marketing Manager (Health Care)

June 2016 - March 2018

Accomplishments

- Project management of web developments including new websites, medical calculators and landing pages.
- Digital management of websites, adwords, email marketing for 10 hospitals and head office campaigns.
- Cost savings from in-house graphic design of over £110,000. Management of all print projects for 10 hospitals.

NightSearcher - Marketing Manager

Feb 2015 - June 2016

Accomplishments

- E-commerce development and roll out for UK, Hong Kong and Poland.
- Launched 50-60 new products including POS materials, website development, photoshoots and video content.
- Project management and design of all marketing, and managed the re-brand across all products.

Birdbox Digital Limited - Marketing Director

June 2012- January 2016

Accomplishments

- Line management of designers, developers and account managers as well as mentoring staff development.
- Digital and print graphic design of banners, stationery, leaflets, presentations and websites.
- Successive marketing campaigns for the University of Portsmouth including: responsive web design, branding and integration to events booking system and marketing collateral such as business cards and pull up banners.
- Budget control for the company, and clients including forecasting / project management costs.
- Logo design, branding, CMS installs, web and app development project management.

Wiley Blackwell - Email Marketing

June 2010 - Jan 2011

Accomplishments

- Email marketing 'For Dummies' books.
- Managed online marketing for all architecture books.
- YouTube adverts for Harry Potter book.
- Launched brand new e-commerce website.

Consumables.com - Digital Marketing

June 2011 - June 2012

Accomplishments

- Email marketing management.
- Designed print and website marketing collateral.
- Trained staff on web programs.
- 500,000 products uploaded to e-commerce website.