

## **Overview**

I am an experienced marketing professional who has become a specialist in on-line communication and eBusiness. I work on a freelance basis for a variety of companies and training organisations, advising and training on-line marketing, technology, strategy and hands on development techniques.

## **E-business skills**

### **Web strategy**

- Gathering Macro and Micro data for on and off line market analysis
- Worked with businesses to deliver objective on-line strategic direction
- Thorough understanding of value formulation and web measuring metrics
- Delivering and directing businesses on integrated eBusiness approaches

### **Technical services**

- In depth understanding and practical experience of Domain name management
- Procurement and management of enterprise level hosting solutions
- Sound technical knowledge of internet systems and development methods
- Some experience with eCommerce systems and processes

### **Site design and delivery**

- Extensive experience in web design, usability, accessibility
- Practitioner of standards compliant, engine friendly web sites and hosted systems
- Templated web delivery for fast roll out and minimum maintenance overhead
- Good knowledge of the EU legal requirements for eBusiness and eCommerce

### **Web marketing**

- Experience of search engine optimization, term purchasing and on-line advertising
- Some on-line joint venture and reciprocation link work
- Exponent of on-line and off line marketing integration within a business

### **Project management**

- Defined procedural methods and consulted on the recruitment of web agencies
- Deliver many complex web projects at both a technical and application level

## **Business and marketing skills**

### **Consultancy**

- Highly developed consultancy techniques gained across diverse Global cultures
- Confident communicator at any level in an organisation
- Excellent multi level communication skills and high degree of personal effectiveness

### **Marketing**

- I am a fully experienced marketing manager and have worked across the full mix
- Brand management and introduction of new brands
- Defining business and marketing strategy

### **Business**

- Sound knowledge of how a businesses functions across all it's departments
  - Have been responsible for significant budgets as well as P&L ownership
  - Experience of driving corporate and business strategy.
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## **Work history**

- Jan 2004 - Present **Company director - Totem Media Ltd**
- All the tasks and responsibilities that go with being a company director.
  - Client acquisition and ongoing client management.
  - Creative direction, planning and delivery of all client and internal projects.
  - Marketing, managing and developing the Totem digital business.
- Jun 2001 – Dec 2003 **International communications manager - ICI paints PLC**
- International consultant for 35 worldwide paints businesses.
  - Managing and driving new product development within eBusiness.
  - Delivering value to the ICI paints businesses through on-line communications.
- Mar 2000 - Jun 2001 **Business information manager - Yamaha Motor UK Ltd**
- Create and manage on-line communication across all product groups.
  - Management and reporting of marketing information and business data.
  - Developing corporate communications strategy with the marketing director.
- Jul 1996 - Mar 2000 **Brand manager - Yamaha Motor UK Ltd**
- Management of field sales staff and dealer performance for MBK scooters.
  - Developing a new dealer network for MBK scooters and PAS electric cycles.
  - Manage the MBK and Yamaha scooter brands within target and budget.
- Feb 1993 - Jul 1996 **Duty and event manager - Spectrum Leisure Complex**
- A customer focused role with responsibility for the largest leisure center in the UK, with special responsibility for professional sports events, and a large team of full and part time staff.
- Jun 1988 - Feb 1993 **Retail manager- First Service Sports**
- I gained some invaluable retail experience in this chain of independent sports stores.

## **Formal education**

- Sep 1994 - Jul 1996 Portsmouth University Business School, Farnborough, Hampshire  
**DMS - Post Graduate Diploma in Management Studies (with Marketing)**
- Sep 1992 - Jul 1994 North Hants Business School, Farnborough, Hampshire  
**B/TEC HND Leisure Management**
- Jan 1985 - Jul 1987 The Kings School, Worcester, West Midlands  
**A Levels in Graphics, Math's and Physics**
- Jan 1980 - Dec 1984 Peterhouse Boys School, Marondera, Zimbabwe  
**9 O level passes including English and Math's**
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## **Technical capabilities**

- In-depth knowledge of X/HTML, DHTML, Javascript, CSS, Dreamweaver, Frontpage etc
- Excellent web design and graphics skills – Photoshop, Fireworks, Freehand, In-design
- Accessibility, Search and web marketing, content writing
- Dynamic Web application concepts using J2EE and ASP, PHP, .NET
- Database design and concepts with SQL server 2000, Oracle, Access and MySQL
- General grounding in networking (WAN, VPN, LAN), wi-fi, firewalls and security principals
- Web hosting architecture including server configuration and administration
- Reasonably proficient digital photographer
- I can use all the Microsoft office software and tools, as well as project, access, etc
- I also use open source software such as open office, open workbench etc

## **Previous achievements**

- Started Totem digital from scratch, delivering a small net profit in the first year.
- Created planned and managed successful PR and advertising campaigns for Totem digital.
- Recently completed a £30k multimedia training CD project for Specsavers opticians.
- Led an on-line communications project for 9 Asian markets at ICI.
- Developed “how to guidelines” for businesses to effectively engage creative agencies at ICI.
- Defined a system of “value measures” to help prove ROI and on-line effectiveness at ICI.
- Introduced the MBK scooter brand to the UK and achieved 4% market share.
- Planned and managed marketing events: shows, seminars, dealer open days, photo shoots.
- Built a dealer network of independent dealers for Yamaha electric bicycles and scooters.

## **Personal development**

- Time management for business managers (2 day)
- Advanced Brand management (5 day)
- Core Consultancy Skills (2 day)
- Sales skills for sales managers (2 day)
- Stress and time management (2 day)
- Business management Part 1 (3 day)
- Managing face to face conflicts (1 day)
- Assertiveness (1 day)
- Communication and leadership (1 day)

## **Other information**

- Married to Helen with no children
- Born on 13th May 1968
- British Citizen
- Basic ability in French
- Full (and clean!) UK driving License - motorcycle and car

## **Interests**

I am an enthusiastic sports man, particularly golf (5 handicap), skiing, snowboarding and motor sports. I attend the gym regularly, I'm a keen motorcyclist, and enjoy travel - experiencing new & different cultures.

As an “early adopter” I have a healthy interest in new technology and techniques. I have coupled PC and home audio technology in my home cinema, I recently set up a multi-media server in my house, I have experimented with wi-fi and ethernet networking and enjoy digital Photography.

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