

Chris Boyle

Web Designer and Web Marketer

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Introduction

A creative team player with 9 years experience following, using and developing the latest web marketing strategies. Thoroughly versed in every aspect of web marketing, from usability and on page conversion optimisation to social media management and copywriting for web.

Skills

- Web Standards based (X)HTML/CSS
- Search engine optimisation
- Split testing and conversion optimisation
- Social media marketing
- HTML email design
- Google Analytics
- Copywriting for web
- Google Adwords

Software

Mac OS X, Windows 3 - 7, Photoshop 7 – CS5, Dreamweaver, Google Analytics, Google Website Optimiser, Agility CMS, Excel, Topstyle, Microsoft Visual Studio, Email Vision Campaign Commander, Exact Target.

Training

Email Vision's Writing Email Copy That Sells, Webcredible's Web Accessibility Training, Advanced Excel Training, Google Analytics Individual Qualification.



Experience

2010 - present: Web Marketing Executive at von Essen hotels, Bath Business Park, Bath BA2 8SG

Responsible for managing and developing the company's email marketing strategy. Planned, designed, wrote and delivered HTML emails to audiences varying from 70,000 to 300,000 email addresses on a weekly basis, meeting tough deadlines and heavy workloads.

Designed new microsites and landing pages using Web Standards based XHTML, CSS and jQuery.

Developed and managed the company's social media marketing strategy, building targeted followers in Twitter and Facebook for the hotel collection and the individual hotel accounts.

Managed and delivered Google Adwords campaigns for several hotels, using analytics to optimise campaign return on investment by focussing spend on highest performing keywords and pages and achieving great quality scores.

Developed the search engine optimisation strategy for the group and improved search engine rankings across the board by making some major improvements to the websites.

Held web marketing workshops to educate regional marketers and general managers on how to plan and develop web marketing campaigns based on key demand generators and demand determined by keyword research.

**2007 - 2010: Web designer and Web Marketer at The Consortium,
Trowbridge, Wiltshire BA14 8RR**

Helped launch ten new websites including four eCommerce websites, working closely with external agencies and other departments. Designed and developed all HTML emails for the company. Managed all Google Adwords campaigns. Designed several micro-sites and eCommerce websites to boost the businesses profits.

Used Google Analytics and Google Website Optimizer to split test variations in landing page elements to achieve higher conversion rates. Performed hundreds of split tests on email campaigns, achieving a continual improvement trend on email campaign key performance indicators.

Developed and managed the search engine optimisation strategy for all websites, based on solid keyword research using the most effective tools, including WordTracker, Google search marketing tools and SEOMoz tools. Employed the latest search engine optimisation methods to build high quality inbound links, achieving high rankings for all the targeted keywords.

**2002 - 2003 Web Marketer at Financial Online Services, 40 - 42
Southampton Road, Ringwood, Hampshire BH24 1JD**

Designed and marketed several mortgage websites. Developed an excellent understanding of search engine optimisation during it's earliest stages of development. Achieved top rankings for competitive keywords. Designed several new websites and managed their online marketing strategies.

Education

2003 - 2007 Bath Spa University
BSc (Hons) 2:1 in Business and Media Communications.

1995 - 2003 Ringwood School & Sixthform
A Levels: Maths, D; Business Studies, B; Geography C.
Additional AS Levels: Accountancy, C; General Studies, C.

**Hobbies and
interests**

I enjoy playing the guitar, watching good films, dining out with family and friends, working out, mountain biking, golf and nights out in London, Bath and Bournemouth.

Portfolio website



Please visit stylewired.com/portfolio

References made available upon request.