

# Chris Boyle Curriculum Vitae

Web Designer and Web Marketer

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## Introduction

A clear thinking and creative team player with 8 years experience following, using and developing the latest web marketing strategies and a keen advocate of web standards, accessibility and well constructed web pages.

## Skills

- ▶ Web standards based (X)HTML/CSS
- ▶ Search engine optimisation
- ▶ Web Accessibility
- ▶ Social media marketing
- ▶ HTML email design
- ▶ Google Analytics
- ▶ WordPress theme design
- ▶ Google Adwords



## Software

Mac OS X, Windows XP, Photoshop 7 - CS4, Agility CMS, Excel, various FTP software, Google Analytics, Topstyle, Komodo, Email Vision Campaign Commander

## Relevant training

Email Vision's Writing email copy that sells, Webcredible's Web Accessibility Training, Advanced Excel Training

## Experience

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

- ▶ Designed all HTML emails
- ▶ Optimised sites for search engines
- ▶ Designed several new websites
- ▶ Helped develop and manage web strategy
- ▶ Maintained websites
- ▶ Managed Google Adwords Campaigns

**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.

## 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, playing badminton and golf and nights out in London, Bath and Bournemouth.

## Portfolio

Please visit [stylewired.com/portfolio](http://stylewired.com/portfolio)