

# Chris Boyle

Digital Creative Director

Email: chrisjb@gmail.com

Mobile: 07783226252

Address: 27 Cordwallis Road, Maidenhead SL67 DQ

**Introduction** Over 15 years of studying, designing, analysing and optimising user experiences has given me an intuitive understanding of audiences and their motivations. This I believe is key to creating optimal user interfaces with high conversion rates – interfaces that users enjoy and want to use over and over again.

**Key Skills**

- Advanced Applied UI/UX Manipulation
- Fast prototyping in agile environment
- Advanced Photoshop
- Advanced conversion rate optimisation
- Advanced responsive HTML5/CSS3/SCSS
- Intermediate WordPress theming (8 years)
- W3CAG 2.0 accessibility adherence
- Intermediate website security (4 years)
- Advanced search engine optimisation
- Advanced digital strategy development
- 10 years studying copywriting that sells
- Advanced Google Analytics
- Advanced Google Adwords & Bing PPC
- 15 years email marketing experience
- 8 years social media marketing experience
- Comfortable regularly dealing with clients

**Experience** December 2017 – Present: Digital Creative Director, GlobalData PLC, London

- Directed the development of a new method of digital advertising enabling our clients to target specific companies with tailored advertising messages across 30 websites, which I personally designed, using a new technology, which I have extensive technical knowledge of;
- Led all digital campaigns for our advertising clients while also leading the redesign of the new GlobalData PLC corporate website;
- Led all digital design projects for international audiences of millions in B2C and B2B sectors;
- Invented and deployed an advanced conversion rate optimisation strategy for selling reports online – increasing overall conversion rate by over 1000%, from 0.05% to 0.62%, transforming the online business of selling reports.

January 2017 – December 2017: Head of Web Design and Digital Strategy, GlobalData PLC, London

- Led all web design projects focusing on reducing bounce rate and increasing pages per visit, taking the Group's websites from millions to hundreds of millions of ad impressions per month
- Developed a marketing strategy that generated thousands of links and shares: By featuring influential web content publishers on our websites we gained major national press coverage including coverage on the dailymail.co.uk and tweets from major influencers including Donald Trump, after featuring his hotels on the website.
- I took this a step further by linking the vanity campaigns with long-tail keyword based landing pages so the SEO worked in synchronization with the social media campaigns, bringing in high volumes of targeted traffic. This is the key to aligning web marketing efforts with sales generation.

November 2012 – January 2015: Web Design and Search Engine Optimisation for Progressive Media Group, London

- Responsible for the design, development and optimisation of several luxury lifestyle magazine websites used by the world's most affluent people.

- Developed optimal keyword-based content architecture and page layouts which increased key metrics dramatically, transforming the Group's online business. This included redesigning elitetraveler.com (a magazine with exclusive access to a private jet network), focusing on increasing pages per visit (PPV). Directly after launch PPV increased from 1.5 to 6, immediately increasing advertising revenue by over £20,000 per month. Due to the changes in content architecture, the website's rankings increased dramatically, increasing visits by 300% in the subsequent year.

#### November 2011 – November 2012: Digital Strategist at Strategy Internet Marketing, Bristol

- Managed the design and build of several large, highly complex eCommerce websites, personally designing and hand coding the front end.
- Responsible for the development of creative link-building strategies for all clients in order to increase profitable traffic via search engines and referrals. Depended upon by the business for the development of creative ideas for attracting high-quality links from large numbers of websites.
- Client manager to large international hotel comparison website. Developed web marketing strategy for their UK, US and Ireland websites.

#### August 2010 – November 2011: Web Marketing Executive at Von Essen Hotels, Bath

- Developed the SEO strategy for the business. Was involved in the development of several large PR campaigns, including the Times Rich List.
- Managed the Group's social media strategy and grew the Von Essen Hotels Twitter account to become the seventh largest hotel group Twitter account in the country.
- Responsible for managing and developing the company's email marketing strategy.
- Managed Google Adwords campaigns for several hotels and optimised landing pages for improved conversion rates.
- Held digital marketing workshops to educate regional marketers and General Managers on how to plan and develop digital marketing campaigns based on key demand generators and demand determined by keyword research.

#### April 2007 – August 2010: Web designer and Web Marketer at The Consortium, Trowbridge

Involved in the launch of ten new websites including four eCommerce websites. Managed all Google Adwords campaigns. Used Google Analytics and Google Website Optimizer to split-test variations in landing page elements. Performed hundreds of split-tests on email campaigns. Gained an excellent understanding of key conversion factors from experimentation with copy, calls to action and design layout. In charge of developing and managing the SEO strategy for all websites, based on keyword research using the most effective tools, including WordTracker, Google search marketing tools and SEOMoz tools. Employed the latest SEO methods to build high-quality inbound links, achieving high rankings for all the targeted keywords.

#### September 2002 – September 2003 Web Designer and Front End Developer at Financial Online Services, Ringwood

Designed several new websites including several mortgage websites and managed their online marketing strategies. Developed an excellent understanding of SEO during its fledgling stages of development. Achieved top rankings for competitive keywords.

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

Other achievements

I've produced several books and have run a successful website since 2008, which has given me an excellent understanding of customer service, conversion rate optimisation, managing profit and loss, accounting and everything else you have to know to run a profitable business. I believe this gives me a major advantage over other candidates because my thinking is geared strictly towards return on investment – in other words, whatever I work on, I consider the costs and benefits and try to optimize my work to achieve the greatest benefit for the company.

Hobbies and interests

I enjoy travelling and try to visit several countries each year, and I surf and snowboard as often as I can.

Website/  
portfolio

[stylewired.com](http://stylewired.com)

*References available on request*