

GARY ENGLAND

WEB DESIGN / DIGITAL MARKETING

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PERSONAL SUMMARY

A commercially focused digital media professional with 19 years experience across agency and client-side roles. Abilities and adaptability demonstrated by operating at strategic, tactical and operational levels as a self-employed business owner and in corporate leadership roles.

Achieved success as a business owner / operator, as well as in senior corporate roles, by leveraging strong people, stakeholder and project management skills. Demonstrated the ability to quickly build rapport to forge successful team / commercial relationships, as well as the drive to excel as a team player in challenging environments.

An ambitious individual, who's analytical and investigative approach to assignments is allied to a 'can do attitude' and passion for delivering excellence.

CAREER HISTORY

WEB DESIGN / DIGITAL MARKETING

made-by-england - 2008 to present

Launched a self-employed business to capitalise on 19 years digital development and marketing experience, delivering Web Design and Digital Marketing services to local agency and small / medium business clients and exists to improve their digital presence and performance. The business offers a range of online services, provides advice and supports clients where they lack the requisite digital experience and depth of knowledge.

By building a network of contacts within the digital, agency and local business communities, the business has successfully delivered projects for new start-ups and established brands spanning the following briefs:

- Defining digital strategy and proposition
- Website design and development
- Building and executing marketing campaigns
- Proposition and Customer journey
- Enhancing existing client online presence and performance

Examples of recent success include:

- Developed and delivered a suite of individual brand websites as part of a major digital re-launch for a £30m turnover international textile business, providing unique visitor experiences for each divisional unit
- Used SEO technologies, content and optimisation techniques to support a £5m turnover medical identification manufacturer which resulted in a Page 1 Search position for the firm's key products and services and a resultant 500% increase in traffic
- Delivered a sustainable Email Marketing campaign for a £7m turnover fine art & antiques business which increased mailing list volumes exponentially with website traffic & online bids continuing to increase month-on-month
- Created the digital strategy and launched a number of websites for a large Middle Eastern corporation to improve UK awareness and deliver qualified prospects for niche overseas business services

GENERAL MANAGER, ECOMMERCE

CCS Media – 2006 to 2008

Recruited to plan, launch and lead a new B2C e-commerce business for a £60m turnover Reseller of IT hardware/software focussed on the B2B market and operating on a direct sales model basis.

The role had full accountability for the new B2C channel's trading performance and required the planning and management of marketing activities within defined Cost Per Acquisition (CPA) targets, across multiple online channels.

Key achievements in the role included:

- Recruited and managed external partners, which resulted in the creation of a sustainable, scalable and profitable consumer website offering and online communication strategy
- Integrated multiple Supplier catalogues into a bespoke website and implemented business rules to provide best commercial gain
- Developed a full suite of key performance indicators to track and analyse visitor activity and conversion and gauge an awareness of competitor positioning, pricing and promotional activities, as well as the impact of SEO/SEM initiatives
- Pioneered an automated competitor pricing analysis tool, to determine website pricing and inclusion within online marketing channels – substantially reducing the Cost Per Acquisition (CPA)
- Re-launched and repositioned the company's B2B website as a core marketing and recruitment tool, implementing a sustainable B2B e-commerce function, through integration of external supplier catalogues, e-mail marketing, differential pricing, sales tracking, reporting and analysis

MANAGING DIRECTOR, UK

Internet Direct – 2002 to 2006

Led the development and implementation of the online customer acquisition / retention strategies and e-commerce function for the UK subsidiary of a €65m turnover European Group which offered a portfolio of consumer electronics goods via 30 multi-lingual Websites.

Role brief was to increase qualified traffic and sales conversion, improve ROI and extend the customer product offering and hence held complete 'end to end' responsibility for the subsidiary including product sourcing, proposition development, management and growth of online activity through: Search Engine Marketing (SEM), Search Engine Optimisation (SEO), Price/Service Aggregators, Affiliate Programs and Email Marketing communications.

Key achievements in the role included:

- Developed and successfully implemented a strategy to ensure profitability to the online channel within the targets set, using external agencies and internal resources
- Managed SEO and search marketing projects to deliver top 10 rankings for both paid and natural search
- Increased the level of qualified website traffic, through the management of existing online channels, and the development of new cost-effective channels
- Improved the rate of visitor conversion and halved the Cost Per Acquisition (CPA) of sale by analysis and optimisation of individual online campaigns
- Through in-house and managed Affiliate Programs delivered a five fold increase in membership and generated sales
- Developed a product pricing strategy, easily communicated to visitors, which increased website traffic and increased profit margins
- Sourced, appointed and trained a far-eastern outsourcing partner to manage the website catalogue and content remotely

ACCOUNT DIRECTOR

The Energy Cell – 1998 to 2002

Energy Cell operated as an integrated digital agency and specialised in Design, Development and Marketing, for clients spanning a range of business sectors.

As Account Director, was responsible for a full range of digital projects for major clients and their globally recognised brands - including BBC, KPMG, Mars, BT, Heinz, PepsiCo, Homepride.

The role demanded an ability to take a holistic view of clients' digital strategy requirements and to then tailor Energy Cell's proposition to best meet these needs. As such, the role brief was necessarily broad requiring an ability to quickly understand, interpret and support delivery of Energy Cell's digital life cycle propositions.

Key achievements in the role included:

- Project managed the development and delivery of digital media for the successful re-launched Heinz Salad Cream throughout the major multiples and trade press
- Worked with the client and its brand owners to lead the development and management of the digital strategy for the sales division of the Highland Distillers/Jim Beam/Remy Cointreau drinks distributor
- Following the launch of branded consumer websites for Young's Seafood, was also able to expand the account and develop a successful e-commerce and online marketing solution for their Food Service

FINANCIAL ADVISER

Friends Provident - 1997 to 1998

CORPORATE MANAGERS ASSISTANT

Barclays PLC - 1986 to 1997

EDUCATION / QUALIFICATIONS

AGILE PROJECT MANAGEMENT

Presently studying for Foundation & Practitioner examinations

PRINCE2 PROJECT MANAGEMENT

Presently studying for Foundation & Practitioner examinations