

MARTINDIMARTINO-MARRIOTT

WEB DESIGNER

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Education

2008-2009 Post-graduate Education Nottingham Business School
MSc Marketing
Modules: Corporate Strategy, The Customer Experience, Marketing in the Organisation, Operational Marketing, Contemporary Issues. Research Project: Innovation in Organisations

2004-2007 Higher Education Nottingham Trent University
BSc (Hons) Multimedia
Modules: Games Design, Web Design, Audio/Visual tech, Animation, Direction for Camera
Final Year Projects: Music Video, Research Project, Exhibition

2009 Work-related Training Axis Centre, Nottingham
Nov 2009 - Search Engine Optimisation
Dec 2009 - Web Standards & Accessibility

2004 A-Levels Christ The King VI Form Centre, Nottingham
Media, Technology, Business Studies

2003 Additional Part-time Study Castle College, Nottingham
Net+ Network and Computer Systems

Work Experience

September 2009 - Present

Web Designer - Serif - Wilford, Nottingham (Full Time)

Working on the Gizoo.co.uk gadget brand at Serif, I ensure the site is updated with the latest products, design graphics and write descriptive copy. I also photograph new products, enhance images and design other on-site graphics and banners. I investigate the potential of new sales channels and help set up our inventory for it. I also enjoy monitoring competitor activity and discussing our promotion and product range strategies to offer my insight on their effectiveness. I have learnt new content management and web server revision systems as well as using Omniture Analytics and some AdWords.

April - May 2010

Web Design - (Freelance Project - SonicSoundz DJ, Nottingham)

I worked with this local mobile disco business to re-brand and optimise their website to replace their previously bland site. I used existing event photography in the gallery, but plan to replace these by photographing some events myself for a fresher identity. I also designed business cards using the same visual identity. Site uses PHP and Javascript, built using CSS in Notepad++

February - March 2010

Web Design - (Freelance Project - Aerial-Force)

Working with a local Digital TV & Satellite business, I re-designed and re-branded the existing, dated site to improve conversion, but more urgently, their Google ranking, which was very low due to poor optimisation. Site built with XHTML & CSS with some Javascript in Notepad++

Skills & Experience

Competant with:

XHTML
CSS with PHP
Photoshop
Dreamweaver
SEO and AdWords
Lightroom
Wordpress Development
Adobe Premier Pro/Sound Editing
Omniture & Google Analytics
SLR Photography

Improving with:

PHP
Illustrator

I'm also:

A problem-solver
Adaptable
Enthusiastic
Energetic
Good with customers
Pro-active

Marketing

Having studied marketing, I also have great interest in business strategy, especially innovative approaches to business which are truly customer-focused. I champion the importance of a brand experience and building relationships with clients. This understanding informs decisions about how I would design communications for a client, depending on their target audience and I'd like more opportunity to do this. I also have an understanding of on-line marketing strategy such as social media best practice, PPC and AdWords management.

Interests

Squash
Krav Maga/Martial Arts
Photography
Cycling
Computers & Hardware
Marketing & Strategy

November 2007 - September 2009

Technical Support Agent- Serif - Wilford, Nottingham (Full Time)

Assisting business and home users with their Serif software products. Investigated and reported software bugs to Development and provided general service and advice to clients. I worked as part of an enthusiastic team, taking personal interest in resolving issues.