

## Career History and Achievements

### **Freelance Digital Consultant & Agile Product Owner**

**Since 2014**

Certified Scrum Product Owner & Ecommerce Consultant. Ecommerce advice & strategy, P&L growth, digital marketing, usability, troubleshooting, 'next-step' advice and filling the knowledge gap between client and agency to ensure that ecommerce solutions are built with the International customer (and Google) in mind.

#### **Recent projects include:**

**NicolaHarding.com:** Product Owner & Ecommerce Advisor, Interiors & Furniture Start-Up launch on Shopify.

**Lupe Technology:** Ecommerce Advisor, UK Relaunch & USA site launch, Home Technology Startup. Shopify +

**Poole Bay Holdings:** Ongoing ecommerce advice & support, restructuring & business unit reviews.

**Natural Spa Factory:** Ecommerce trading & strategy support during Q4 2020 (+40% sales year-on-year.)\_ Shopify +

**TopTal.com:** Ecommerce Specialist. Various projects as part of a network of global, remote digital talent.

**Web Re-launch Support, Toolstation.com:** SEO support during the launch of new website.

**Internationalisation Strategy, Screwfix UK:** Lessons learned from the German business & country research including International SEO advice.

**Digital Content & News Site, WAG TV:** Consultancy to TV production company launching an online news channel.

**Content development, Screwfix UK:** Managing project to granulate 'text-string' product content from 25k+ products for use online and in the Screwfix catalogue & App.

#### **Key Contracts / Highlights:**

**Ecommerce Specialist / Product Owner, Bents Garden & Home (Contract).**

**Feb 2022 - Current**

**Ecommerce Specialist / Product Owner, GardenTrading.co.uk (Contract).**

**Jan 2021 to Jan 2022**

Both projects: Product Owner on re-platforming projects (BigCommerce). Supporting in-house team with specialist ecommerce support & advice and working with Digital Agency to ensure a high standard launch and continuing Phase 2 roadmap &, for Bents, 3-year growth plans & on-going monthly support.

#### **Agile Product Owner, Wilko (contract)**

**August 2017 to June 2018**

Wilko.com MVP re-platforming project (Venda to Hybris), responsible for Marketing areas: Email Service Provider Integration, SEO, GDPR, Analytics & Reporting, Accessibility & Performance & My Account / Customer Accounts.

#### **Screwfix Germany, Product Owner (contract)**

**October 2014 to December 2016**

Support & consultancy to Screwfix's German business, working with and developing their team in Frankfurt. Agile Product Owner, Conversion Rate Optimization (CRO), Search Engine Optimization (SEO), P&L Growth, User Experience (UX).

- Integrated Screwfix.com (UK) activities & processes into newly formed German team for support & cost reductions.
- Increased conversion rate by over 500%, traffic by over 250% & online revenues by over 250%

#### **Animal, Head of E-Commerce**

**May 2013 to February 2014**

Web, mobile and eBay channel P&Ls & strategy. Delivered digital strategy to drive customer experience, engagement, conversion rate optimisation and revenue increases.

#### **Hobbycraft, Head of E-Commerce / Multi-Channel**

**August 2011 to May 2013**

Responsible for Hobbycraft's MultiChannel strategy. Product Manager on re-platforming website (re-launched site nominated for 3 industry awards). Built, managed and developed a team of 6 including Digital Marketing support for the Hobbycraft brand and stores, content & merchandising and web design. Management of agency relationships. Reporting to board level with P&L responsibility.

- Increased sales by over 400% in 6 months with launch of new website & marketing strategy.
- Excellent SEO performance from launch.
- Designed process for generation of web-friendly product content & images for 45k+ products
- Achieved over 60,000 social followers in 6 months with 3x higher engagement than the average retail brand.

#### **Freelance Web Consultant**

**April 2011 to August 2011**

Various projects including: Website Consolidation Project: ASDA, SEO strategy & copywriting for national cleaning business & a marketplace start up, business advice & strategy to lingerie & travel start-ups.

### **BeCheeky Ltd, Managing Director / Head of E-Commerce**

**March 2008 – March 2011**

Joined BeCheeky as Head of Marketing & moved to head up the business in February 2009 at the request of the investment team. Responsible for the strategic direction, financing and day-to-day management & marketing of the business using affiliates, email, search (PPC & SEO), brand development, PR and partnership marketing, plus analytics and usability methods to develop a positive user experience. In March 2011 BeCheeky was sold to LoveHoney.

- Increased conversion rate by 150% in 2 years
- Increased sales by 60% and reduced losses by 52%
- Secured two further funding rounds after a company restructure, aggressive cost and debt management and year on year sales increases.

### **Future Publishing Ltd, Head of Digital Marketing**

**September 2006 to February 2008**

Set up and management of Future's Digital Marketing team, nominated for 2 excellence awards. Engaged specialist SEO, PPC, online PR and viral marketing agencies. Responsible for marketing existing digital products and coordinating the launch and marketing of new products.

- Doubled traffic to Future's web portfolio in 12 months.
- Developed Future's mobile strategy & online syndication policy.
- Built solid SEO foundation on new sites (TechRadar.com, BikeRadar.com, MusicRadar.com & T3.com)

### **B&Q (diy.com), Site Merchandising Manager (Contract)**

**February 2006 to September 2007**

6-month contract managing a team of 9 responsible for merchandising of the DIY.com re-launch and for the improvement of site search, checkout, functionality and user experience. Day to day management of site development, including liaising with and reporting to other areas of the business.

### **M-Corp (Agency), Account Director (Contract)**

**March 2005 to January 2006**

Account management and relationship building for digital communications agency with specialisations in web, video and interactive marketing. Clients include: Bournemouth Symphony Orchestra, Merlin Entertainments, Animal, P&O, Explore!.

### **United Business Media**

**March 1997 to November 2005**

**Business Development Manager, The Daltons Group**, Developing start-up, DaltonsBusiness.com, and managing its integration into the UBM infrastructure. In 2005 DaltonsBusiness.com was the UK's largest database of businesses for sale in the UK and abroad. Further responsibility for the launch, promotion, and management of DaltonsHolidays.com and DaltonsProperty.com.

- Responsible for the commercial success & profitability of all business units.
- Initiated and launched a paid subscription service for DB.com, which gained over 25,000 paid-for subscription transactions in 12 months, taking the business into profit after the first month (Service nominated for UBM Innovation Award).

### **United Business Media, Marketing Manager, New Media (Web/iTV/SMS)**

Responsible for the development, marketing and functionality of a portfolio of 6 online magazine websites.

- Launched Exchange & Mart's web and interactive TV sites on ntl, Telewest and Sky Open.
- Controlled £1.1 million launch and subsequent £3 million annual marketing budgets.

### **United Business Media, Marketing Executive, Industrial Exchange & Mart**

Responsible for the marketing of UAP's controlled circulation title both in print and online.

- Extended circulation into Europe & maintained market share in an increasingly depressed market.

## **Professional Certificates**

**Seth Godin's altMBA:** Alumni 34 : [www.altMBA.com](http://www.altMBA.com)

**Scrum Alliance:** Accredited, Scrum Product Owner Certificate

**Econsultancy CPD:** Online Merchandising, Conversion Optimisation, Fast Track Web Technology

**Prince 2 Project Management:** Foundation

## **Education**

ESEI Business School, Barcelona: **Masters in Innovation & Entrepreneurship**

Bournemouth University: **Chartered Institute of Marketing: Professional Postgraduate Diploma in Marketing.**

Bournemouth & Poole College of Art: **BTEC HND Graphic Design**

University of Westminster: **2:1 BA Honours Media, Tourism & Marketing**

London College of Printing: **BTEC HND Bus. Studies/Publicity & Promotions**