

Justin March

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Career Profile

I am a results driven Web designer / Online marketing specialist producing designs and associated marketing that achieve real results for the companies concerned.

Skills, experiences and personal attributes

Marketing skills

I have a proven record of accessing opportunities and identifying routes to market; establishing both Water Coolers Direct and Snap Surveys online in the natural search engine results and achieving trackable results for both companies, through online and offline marketing activity.

User centred design

My MA taught me that User centred design is key to achieving results both online and offline, I continue to pursue my interest in how people respond to designed pieces and have developed extensive knowledge of web design compatibility issues, cross-platform/browser design and experience using HTML, CSS and JavaScript.

Communication skills

In my role as Marketing Manager for Water Coolers Direct I am completely responsible for writing the text on the website and producing and releasing associated articles and PR. I am also expected to liaise with a broad cross section of employees to ensure that the marketing focus of the company is understood and implemented correctly. In my previous role I worked in collaboration with programmers, market researchers and sales staff to achieve set goals.

Software

I use a diverse range of software including Dreamweaver, Photoshop, Illustrator, Flash, In-Design, ClickTracks, Keyword Discovery, Word, PowerPoint and Excel.

Employment history

Marketing Manager Water Coolers Direct.com Ltd & Quench Water Systems Ltd

Part time: 2003 - 2005

Full time: 2005 - PRESENT

After proving my value as a lead generator I was approached by the Managing Director to join the company on a full time basis as one of the partners, after the sale of Quench to Eden Springs in 2006 this relationship continued with Water Coolers Direct becoming my focus.

Responsibilities

Completely responsible for the creation of all Design and Marketing for both companies including the company websites, PPC advertising, email marketing, search engine optimisation and lead generation.

Achievements:

- I wrote, designed and marketed the Water Coolers Direct website. The only source of leads has come from the advertising that I develop and maintain, this activity has resulted in 35-40 enquiries every day and the sale of over 4,500 coolers to over 7,000 UK based customers leading to the company becoming a market leader in just 3½ years.
- Implemented search engine optimisation and submission strategy which; in just over a year led to Water Coolers Direct achieving a first page ranking and at times No 1 position in Google.com, Yahoo.com and MSN.com for our main search phrase "water coolers".

Lecturing Filton College

Part time: 2000 - 2002

Responsibilities

My responsibilities included developing the scheme of work for implementing GNVQ Art and Design and IT Key skills, which in turn lead to other lecturing opportunities.

Achievements:

- Working directly with GNVQ student's in groups and individually, ensuring that they follow the scheme of work and achieve the stipulated outcomes.
- Preparing and teaching Photoshop and web design courses for adult learners.

Graphic Designer / Web Developer Snap Surveys Ltd

1997 - 2005

Responsibilities

Responsible for the companies brand integrity and all of the graphic/web design including the company websites, interactive demos, letterheads, brochures, exhibition stands, product packaging, and promotional flyers.

Achievements:

- Spearheaded development and design of the new corporate identity; the concepts led to a restructuring of the company and solved a brand proliferation problem.
- Incorporated the 3 company websites into a single cohesive structure enabling users to move seamlessly between the business areas and more fully understand what the company was offering it's customers.
- Formulated and implemented search engine optimisation and submission strategy which (despite a limited budget) achieved a top 5 result in Google.com, Yahoo.com and MSN.com for our main search phrase 'survey software'.

Education

1995 - 1996

MA Visual Communication
University of Central England, Birmingham

1993 - 1995

BA Design (Hons) 1st Class
Gwent College of Higher Education, Gwent

1991 - 1993

HND Graphic Design
University College Salford, Salford, Manchester

1990 - 1991

National Diploma in Foundation Studies
Bedford College of Higher Education, Bedford

1985 - 1990

Sharnbrook Upper School, Bedford
A Levels: Art and Design Grade C, Design Grade E
GCSE's: English and Oral Communication Grade A\2, CDT Design and Communication Grade B, Art and Design Grade B, Geography Grade C

Interests

DIY / Music / Reading / Movies Classic & Modern / Acting / Cooking / Gardening

References

Available on request