

Andrew Thomson

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- Approximately 9 years experience within an online marketing agency environment
 - Results-driven, logical and methodical approach to achieving tasks and objectives
 - Determined and decisive; uses initiative to develop effective solutions to problems
 - Entrepreneurial and pro-active - strong drive and keen business acumen
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Digital Marketing Project Highlights

During the course of my career I have been involved in a wealth of digital marketing projects for a significant number of blue-chip companies. This experience has allowed me to undertake projects seeking to gain solutions for a diverse variety of client needs. These include: business acquisition, branding, product development & expansion, market opportunity analysis & competitive intelligence. A small sample of these projects is detailed below:

HSBC

- Involved in the entire design process for hsbc.co.uk. Dealing with various client management teams as well as creative, design and usability agencies to ensure a seamless site migration and thus an easy transition for both personal & business banking customers.

BidMeHappy

- Pre-Launch business consultancy providing insight as to how to take product offering to market. Delivered strategy included a multi-faceted approach as to how best to attract business partners & consumers alike. This strategy was later incorporated within the business plan helping secure significant venture capitalist funding.

Haymarket Publications

- Working with the AutoCar and WhatCar brands, I was responsible for devising online marketing campaigns to be utilised across the automotive properties. This strategy included detailed site content and hierarchical plans designed specifically to increase advertising revenue from key partners. The success of this campaign led to a close working relationship whereby iphone applications were also scoped on behalf of the client.

Career History

360INNOVATE, GLASGOW

Head of Online Marketing

Jan 2009 – Jan 2011

Brought on to head up the agency's online marketing offering, I have been responsible for growing the department from the ground up. This has included the creation and implementation of all departmental process, creation of staff training programs and expansion of the agency's service offering to include Social Media Management, Online Reputation Management and Pay Per Click.

This role has also required me to work particularly closely with both the sales and marketing teams in order to target a higher calibre of client. This has resulted in a number of contract wins including some from the public sector. Since starting with the company, I have been successful in increasing the average clients spend by around 300%.

AMBERGREEN INTERNET MARKETING, EDINBURGH

SEO Consultant / Team Leader

Jul 2003 – Jan 2009

Leading one of three key client teams within the organisation, I was responsible for managing team members consisting of Account Manager, Internet Marketing Consultant, Account Executive and Search Marketing Technician.

Within the consultancy side of this role I was also responsible for the creation, implementation and technical management of the internet marketing strategies for many blue chip clients.

This process involved a significant degree of contact with various levels of the client organisation, thus

ensuring all aspects of the business considered and suitable key performance indicators and objectives are properly defined.

Technical knowledge of client sites combined with an in depth awareness of current online marketing channels could then be utilised to devise the most effective strategy to help the client achieve their objectives.

As a senior member within the technical services team I had additional responsibilities in internal training, mentoring junior staff and the upkeep of the office network & telecoms administration.

HOSPITALITY

Various Roles

Oct 2001 – June 2003

During this time I undertook several temporary roles whilst in pursuit of further suitable employment back within the online industry.

Despite the fact that these positions were only a temporary stop gap, I believe they greatly enhanced my ability to interact in face to face business environments. Further details on individual placements can be supplied upon request.

ARGO INTERNET MARKETING LTD, ELGIN

Web Developer and Network Administrator

Jul 2000 - Oct 2001

- Extensive pre-launch testing and development of client sites
- Optimisation of HTML code
- Integration of site with existing Systems (payment processing, shopping cart, intranet)
- Web server setup & configuration
- Search Engine Submissions & Sourcing of link partners
- Monitoring of statistical packages & taking appropriate measures when objectives not being achieved
- PERL Programming
- Database design
- IT Support for clients
- Maintenance of the company's internal Windows NT Network and Linux Server systems

CAP GEMINI ERNST AND YOUNG, FORRES

Customer Service Advisor

Aug 2000 – Jan 2001

- First port of call providing helpdesk facilities for customers of One2One mobile phone operator
- Frequently called upon to defuse irate customers
- Recommended for the role of "handset helpdesk" in recognition of my knowledge of the technology
- Taking credit card payments over the phone
- Advising on company policy and pricing
- Authorising discretionary upgrades
- Ability to provide clear and comprehensive directions of use

Achievements

- THE DUKE OF EDINBURGH'S AWARD, operating as an independent candidate with The Moray Council, I undertook all the required skill, service, physical recreation and expedition activities completing the award at Bronze, Silver and Gold levels
- HSE Approved 'First Aid at Work' (FAW), Successfully completed Course with St Andrew's First Aid

Education

1994 – 2000 Forres Academy
3 SCE Higher Grades: English, Computing, Information Systems
8 SCE Standard Grades: Biology, Chemistry, Craft & Design, English, History, Mathematics, Physics, Spanish

References

Available on request