

Rob McCreddie

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Personal Statement

I am a diligent, innovative and motivated employee. I have experience implementing an online strategy for an established business involving creation and growth of an e-commerce solution and the introduction of relationship e-mail marketing to maximise lead conversions and ultimately sales. I am educated to Masters Degree level with a thorough understanding of business practices. I have the skills, knowledge and experience to take a project from conception to realisation.

Expertise

- **Technical skills:**
Programming Languages: HTML, XHTML, CSS, ASP, PHP, SQL, Javascript
e-marketing: Adwords/PPC, Analytics, SEO, email marketing, lead nurturing
PC Software: Microsoft Office, Dreamweaver, Fireworks, Adobe Photoshop
- **Organisational skills:** I have excellent time management skills and prioritise my work effectively. I frequently work independently using my own initiative. I work well under pressure and always meet deadlines. I work efficiently within budgetary constraints.
- **Communication skills:** I am a confident communicator at all levels. I have good listening skills. I can express myself orally in a clear manner. I write concise web content. I am particularly adept at communicating technical ideas and concepts to a non-technical audience.
- **Leadership and Teamwork skills:** I have been responsible for managing contractors and junior web developers. I have an understanding of how teams work and I am committed to working as part of a successful team.
- **Numerical skills:** I analyse web statistics, which I translate into appropriate management reports. I produce documentation to assist users.
- **Conformance to web site accessibility standards**
- **Assessment of need; networking; liaison; brokerage and problem solving**

Experience

Apr 2007 - Present Day

Nu-Heat Uk Ltd

Online Marketing Executive

Working closely with the marketing manager and managing director I am responsible for all online marketing of ranging from the website to email marketing for this multi-million pound turnover business. Management of Google Adwords accounts, Google Analytics, SEO, Landing Page optimisation to minimize customer bounce rate, email marketing campaigns/tracking, tracking banner campaigns and clickthroughs to the site, optimising pages using analytics information, maximising traffic and revenue through shopping feeds. I also have responsibility for the website look and feel and creating the site from our CRM system.

Apr 2005 – Apr 2007

The Information Centre for Health and Social Care, Exeter

Senior Web Developer

Contributing towards web strategy and delivery of key services via the web. Sourcing new and appropriate technologies to meet service needs. Technical management of organisation wide CMS, incorporating the staff intranet and corporate site (www.ic.nhs.uk). Managing IT projects to ensure continued provision of high quality service. Producing regular web trends reports. ASP development. Problem diagnosis and solution. Major re-brand of entire web presence and migration of websites.

Dec 2001 - Mar 2005

NHS Information Authority, Exeter

Senior/Web Developer

Day to day management of 12 web sites including www.ecdl.nhs.uk and www.chooseandbook.nhs.uk. Producing pages and applications using ASP. Creating web graphics. Making existing and new sites accessible. Customer liaison to ensure high level of service. Creation of National NHS IT security website. Creating reports using web analysis software for site managers. Using SQL server for web based applications.

Education

- **CIM Diploma in Digital Marketing** – Currently studying
- **MSC in Multimedia Computing for e-commerce** Brunel University, Uxbridge, Feb 2004-Sep 2007
- **BA in Business and Marketing** University of Exeter, Exeter, 1999 -2001
- **A-Level in Business Studies** Exeter College, Exeter, 1996-1997
- **10 GCSEs** St Peter High School, Exeter, 1986- 1990

Training

Prince 2 Practitioner - July 2006

Prince 2 Foundation - July 2006

C# - Aug 2003

Programming SQL Server – May 2003

XML – Sep 2002

Javascript – Mar 2002