

Mark Glover

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Employment and Experience

July 2000 – Present Web Developer, Coder, Freelance – Non-Commercial

- Self Taught Web Developer;
- Built sites for various clients including a school and two small businesses;
- Experienced in building sites from scratch;
- Familiar with several content management systems including Joomla and Wordpress;
- Built and used MySQL databases;
- Basic experience or better in various languages (see Computer Skills, below).

July 2010 – Sept 2010 Web Researcher, Education Through Expeditions CIC

- Conducting technical reviews of company websites;
- Researching, compiling and publishing website content;
- Advising company directors on a range of technical matters;
- Developing WordPress themes and other web scripts;
- Liaising with marketing and web development teams to create website specifications;
- Providing general assistance to company chairman;
- Meeting and greeting corporate visitors.

March 2010 – July 2010 Senior E-Commerce Marketing Associate, ICO3 Ltd

- Manage Portfolio of e-commerce websites;
- Orchestrate multiplatform online marketing campaigns;
- Control Google AdWord campaigns;
- Build strategies with clients;
- Liaise with colleagues in technical team to build and improve tools;
- Manage social networking and Web 2.0 output for client websites;
- Give radio interviews;
- Liaise with media representatives;
- Create interesting site content independently;

Nov 2009 – March 2010 Technical Support Officer, Plymouth City Council (via Pertemps)

- Front Line Customer Support via telephone, email, letter and web forms;
- Various administrative tasks, including letter writing and case processing;
- Providing technical and computer assistance to Council officers;
- Resolving customer complaints and advising disgruntled members of the public;
- Offering well informed and comprehensive advice on a range of matters to customers;
- Representing Plymouth City Council to the general public.

Education

Sept 2004 – June 2009 University of the West of England, Bristol

BA (Hons) General Honours

Specialism in business, with module topics including marketing (business to business, international, service marketing, online marketing and leisure sector marketing), human resource management, strategic management, business systems and globalisation.

Sept 2002 – June 2004 Yateley Sixth Form Centre, Hampshire

A Levels in Business Studies (B), Physics (E), General Studies (C) and English Literature (C)

Sept 1997 – June 2002 Yateley School, Hampshire

10 GCSEs grades A*-C

Relevant Skills and Achievements

Computer Skills

- Over 10 years of experience building websites using HTML, PHP, MySQL Databases, CSS, XML, FBML and Javascript. Recently learnt AJAX.
- Proficient with all Microsoft Office applications, as well as many other applications available commercially, including Adobe Photoshop.
- Experienced in building sophisticated data management tools in Microsoft Excel, including writing Macros to further enhance the capabilities of the software.
- Proven success harnessing Twitter, Facebook, forums and blogs for business and marketing purposes.

Marketing

- Experienced in devising, coordinating and executing multiplatform online marketing campaigns, including wide use of social networking, search engine optimization and press releases.
- Conducting full market analysis of companies and delivering findings in business reports as part of degree.
- Increasing sales for various ecommerce websites through successful marketing campaigns, including using Google AdWords to manage multiple pay per click strategies with small budgets.

Team Working

- Working in a team of varying sizes to build and develop Microsoft Excel tools and macros, working both face to face and remotely via the internet.
- Working as part of a team to deliver first class customer service to members of the public who find themselves in need of help from Plymouth City Council.

Initiative

- Expected to work autonomously, make decisions about the tasks that need to be done and follow up tasks mentioned in informal discussions without further prompting.
- Charged with running the office, sourcing and purchasing equipment and carrying out maintenance tasks on the various computer systems in use.

Organisation

- Able to take on a large number of tasks with different priorities and deadlines and balance my time in order to ensure that all can be completed on time, regardless of frequently changing situations.
- Capable of keeping track of a number of long term projects and working on them simultaneously.
- Experienced in coordinating teams of people in a working environment to achieve a series of complex and varied objectives

References

Antony Jinman

Founder & Chairman
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