

MIKE MORRISON



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SUMMARY

I have been a web designer for the past ten years, also co-founding the successful gadget & gift company I Want One Of Those.com (IWOOT). I have social media, web & graphic design, business, marketing and copy-writing skills with which I've helped companies start up and build an online presence. I'm looking for a job that combines my technical and creative skills in a sociable, meaningful and inspiring environment.

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SKILLSETS

- **Social Media & Copywriting** – Worked on social media sites and content for Dogwoof Films. Conceived & built social website for my village (GrettonOn.com). Produced content for IWOOT online & catalogues. Blogger for Birmingham arts festival, conceiving articles about Creative Writing.
- **Web Design** – since 1999, co-founding 2AM New Media Design Company and building several e-commerce, design and social websites. Focus on SEO, accessibility and usability. Designed, coded and written for various corporate Twitter and Facebook pages.
- **Web Development** – employed various technologies and strategies to build websites, from off-the-shelf packages through open source OSCommerce to more complicated Microsoft platforms and CMS, particularly Wordpress. Used Flash animation to create rich user-experience websites and website applications. Liaised with offsite programmers for specialised e-commerce features.
- **Business Consultancy and Networking** – offered business, web and start-up advice to auction, telecoms, motor-racing and baby products businesses. Appeared on TV to promote IWOOT, including Bloomberg TV and Channel 4's Big Breakfast. Spoke at 2003 CIO summit.

(See my full online portfolio and further details at www.mike-morrison.com)

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EDUCATION

National Academy of Writing – 2007 to date: Creative Writing Graduate Diploma

Royal College of Art – 1995-97: Industrial Design Engineering (joint course with Imperial College). Awarded Royal Commission Scholarship for course's duration.

University of Edinburgh – 1989-93: Mechanical Engineering BEng 2:1

Jordanhill School, Glasgow – 1983-89: 5 Highers (4As & B); 7 O-Grades (all Grade 1)

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COMPUTER SKILLS

Software (PC & Mac)

Adobe Dreamweaver
Adobe Photoshop & Fireworks
Adobe Flash

Skills

HTML, CSS, PHP, JS
Video Editing
Search Engine Optimisation

Graphic Design
Wordpress / other CMS
Social Media

EMPLOYMENT

Web Designer, Dogwoof Independent Film Distributor

September 2009 to June 2010

Worked on redesign of family of Dogwoof websites, including sites for distributed ethical films and partner sites such as The Co-operative, and increasing online presence using SEO and social media.

IT Director, Lizzie Doyle Clothing

January 2006 to December 2008

Co-founded Lizzie Doyle Clothing company (for larger-sized ladies), designed and built website using open source PHP and MySQL software. Applied SEO techniques to raise website's online profile alongside traditional offline marketing methods.

Creative Writing Blogger, Birmingham New Generation Arts Festival

February to July 2008

Employed as blogger, while in National Academy of Writing, to promote both the festival and creative writing discipline. Open remit, conceiving ideas for articles & encouraging debate and discussion.

Design & Technology Director, I Want One Of Those

September 1999 to January 2007

Co-founded business in 1999 with £5000 each of self-funding, designing website and building with off-the-shelf software, then overseeing future developments and designs of website as company grew to sales of £13million when I left. Responsible for website and catalogue quality control in editorial role, and constant improvements on customer conversion & retention rates. Developed procedures for evaluating impact of online campaigns.

Director, 2AM New Media Design Company

January 1999 to March 2000

Co-founded web design company with two others, designing websites for international multimedia and hygiene companies, particularly using Flash, then IWOOT itself.

SEASONAL/TEMP WORK

Tour Director, American Council for International Studies

March 1994 to date - Taken in total some seven hundred US high school students and teachers around Europe on educational tours, involving cultural research & commentary and organisation of groups' schedules and activities.

1993 to 1999 – Various product, exhibition and graphic design and public arts jobs and projects in San Francisco, Barcelona, Turin and London, either side of postgraduate course at the RCA.

1993 - Fundraiser for ActionAid, Edinburgh

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INTERESTS

Writing (working on a historical fiction novel), internet & social media (built village social website as personal project to bring more locals together in conversations and campaigns), tennis (play for local Leicestershire team), travel, music, film - especially indie European, reading, pool

Languages – German (near fluent), Italian, French (conversational), Spanish (basic)