

MIKE MORRISON

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SUMMARY

Ecommerce head and web designer for over 13 years, I co-founded the successful gadget & gift company I Want One Of Those, built RSPCA's virtual gifts site and took Steamer Trading Cookshops from offline to multi-channel last year. I have ecommerce, social media, business, web & graphic design, marketing & copy-writing skills with which I've helped companies start up and build their online presence. I'm looking for a role that uses my technical and creative skills in a sociable, meaningful and inspiring environment.

EMPLOYMENT

Head of Ecommerce, Handpicked Collection *Feb 2013 to date, initially as Ecommerce Manager*

Improving online presence of this mail order & internet gift company with aims to increase sales by a third. Includes overseeing email marketing, website rebuild & redesign, mobile site & systems improvements.

- Managing outside agencies dealing with email marketing, order management, personalised web recommendations and SEO.
- Focus on usability and website performance as peak time approaches
- Web design & development, system specifications, managing experienced Magento developer to troubleshoot website issues and explore & implement Magento extensions and upgrades.

Head of Online, Steamer Trading Cookshops *May to December 2012*

Managed the transition of Steamer Trading from an offline network of 28 stores to a full multi-channel operation. Launched [website](#) in October, generating over £120k of sales in the 9 weeks before Christmas.

- Managed outside agencies responsible for design, build, user experience testing and email marketing
- Wrote product copy & edited site content, sourcing content from over 80 suppliers for 4000 products
- Sourced and chose fulfilment company for product storage and customer orders
- Developed social media and marketing strategy, involving staff, stores and suppliers in the narrative
- Developed specification & launched Click & Collect service for the stores ahead of Christmas

Ecommerce Manager, RSPCA *February 2011 to February 2012 (contract)*

Designed & project managed build of Magento [virtual gifts site](#), RSPCA's 1st proper attempt at online retail.

- Developed online virtual gift card customisation solution
- Sourced additional physical products, wrote copy for these and virtual gifts
- Sourced and chose fulfilment company for order storage & handling and card printing
- Managed internal stakeholders in Legal, Finance, Campaign & Data Protection departments
- Developed marketing & social media strategy; investigated partnerships for new revenue streams

Web Team Manager/Chairman, Board of Trustees, Champions Club Community *2010 to date (part-time)*

Managing team of part-time designers and developers for various projects on [social enterprise community website](#). Chairing board of trustees for the registered charity wing of the enterprise since December 2011.

Web Manager, Multiple Sclerosis International Federation *Dec 2010 to Feb 2011 (contract)*

Web design, IT troubleshooting and [conference video](#) editing; advised on tendering process for new CMS.

Web Designer, Dogwoof Independent Film Distributor *September 2009 to June 2010*

Worked on redesign and redevelopment 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. Used SEO & Google ads alongside more [traditional marketing](#) methods.

Creative Writing Blogger, Birmingham New Generation Arts Festival *Feb 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.

Co-Founder, Design & Technology Director, I Want One Of Those *Sep 1999 to January 2007*

Co-founded business with two others in 1999 with £5000 each of self-funding, successfully sold the business in 2004.

- Designed and built the first generations of the website; website & catalogue editor
- Developed email marketing strategy, designing and writing emails and some product copy
- Developed communities and online metrics before onset of social media and Google Analytics
- Helped grow company from 3 people in bedroom to 100 staff, 2 locations & £13million turnover

SKILLS

Ecommerce Analytics, User Experience, Optimisation & Conversion, Magento

Project Management – PRINCE2 qualified and familiarity with Agile methodologies

Adobe Dreamweaver, Photoshop, Fireworks, InDesign and Flash; HTML, CSS; Wordpress / other CMS

Search Engine Optimisation, Social Media

Graphic Design, Animation, Video Editing

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EDUCATION

Silicon Beach Training, Brighton – March 2012 – PRINCE2 Practitioner qualification

National Academy of Writing – 2007 to 2010: 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)

INTERESTS

Business Consultancy and Networking – offered business, web and start-up advice to various businesses including auction, telecoms, motor-racing and baby products. Appeared on TV to promote IWOOT, including Bloomberg TV and Channel 4's Big Breakfast. Spoke at 2003 CIO summit.

Spare time - writing (working on a historical fiction novel); internet & social media (built village community website as personal project); tennis (play for local Brighton team); travel (worked for 20 years as part-time tour manager for US educational tours of Europe); music, film, reading, pool/snooker

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