

# Thomas Crossman

## Professional Summary

- SEO and content at iChess.net, a successful e-commerce store, and one of the worlds largest chess websites with 145,000 subscribers on their Youtube. Now ranked #1 for intermediate and advanced search terms. Ghost writing for some of the most famous chess authors in the world, including former coach of legendary player Anatoly Karpov.
- Freelance SEO at SEOSYS, offering educational content and SEO, marketing strategy, copywriting, and content creation (video editing) services.
- Co-founder at Place Pin, offering subscription and affiliate digital marketing services to target niche business categories. placepin.com.au
- Owner of a large Youtube channel with over 60,000 subscribers. Producing content with Premiere Pro, After Effects, Photoshop, etc.
- May 2019-April 2019 was employed on a contract basis by a NSW political candidate for the Australian Senate to organise their digital campaign. This was a highlight result from my website.
- Graduated from a Bachelor of Medical Science (Macquarie) in May 2019
- Worked as a Marketing and Sales Research Assistant at Epilepsy Action Australia (6/18- 12/18) and
- Lecturer and Tournament Organiser at Sydney Academy of Chess (12/12-12/18). Received Chess Master, and National Instructor titles from the World Chess Federation.

## Work History

### iChess.net - SEO and Content

Remote (USA based company), USA

02/2020 - Current

iChess is a large chess e-commerce store, and one of the worlds largest chess websites, offering written and video content by world-class chess players. iChess has been successful both in it's paid premium content, as well as promotional free content (145,000+ Youtube subscribers).

-Conducting Search Engine Optimisation on their website, now ranked #1 for intermediate and advanced search terms, as well as their 145,000+ subscriber youtube channel.

- Writing content. This includes content I believe valuable to add for SEO purposes, as well as ghost writing premium content/mini-ebooks for

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## Skills

- Google advertising, Google analytics, Youtube Advertising, Youtube Analytics, Facebook advertising, Facebook Analytics. All google certifications completed
- SEO software including SEMRush, Ahrefs, Yoast & Screaming Frog, amongst others.
- CRM systems such as Pipedrive.
- Copywriting and content creation across all SEO projects, Youtube, and lecturing chess.
- Remote team communication softwares such as Slack, Trello, Asana, and Time Doctor.
- Adobe Creative Cloud suite including Photoshop, Premiere pro, After Effects, Media encoder.
- Public Speaking- Highly developed from Toastmasters, lecturing and Academia
- Scientific and medical knowledge acquired from studies

## Education

### Macquarie University

**Bachelor of Medical Science:** Biomedical

some of the most prolific chess authors in the world, including former coach of legendary player Anatoly Karpov.

-2 months from starting, I had taken iChess from #9 in visibility for intermediate and advanced chess terms to #1. This has correlated to more than a 400% increase in traffic.

### **Place Pin - Co-Founder**

Sydney & Melbourne, Inter-state

11/2019 - *Current*

Place Pin is a business initiative offering a range of subscription and affiliate digital marketing services to niche business categories.

In this role I am responsible for client acquisition, managing established relationships, and consulting prospective clients both over the phone and in-person. These are achieved through the application of CRM, and by leveraging my experience within digital marketing to ensure client understanding and confidence is achieved.

In our short few months of operation, we have successfully established client relationships across the Sydney, Canberra, and Melbourne areas.

### **SEOSYS - Freelance SEO and Content**

Sydney, NSW

01/2019 - *Current*

Working as a freelance SEO and content consultant I:

- Conducted research on SEO strategies effective within the client's industry and capitalized on finds to develop more effective web-campaigns
- Maintained communication with clients, both in person and over phone, on their ongoing SEO campaign and presented illustrative reports, including metrics and analysis
- Developed experience in both B2B and B2C marketing and sales situations

### **Youtube - Youtube Content Creator (60,000+ Subscribers)**

06/2019 - *Current*

This channel was created as a medium to develop and demonstrate my ability in using Adobe softwares Premiere Pro, After Effects and Photoshop, as well as Search Engine Optimisation and analytic tactics for Youtube media. Currently increasing at a few hundred per day.

### **Political Campaign (Senate Candidate) - Digital Marketing**

Sydney, NSW

03/2019 - 05/2019

This contract role was a highlight result of the website I created, as described above. This role required the design and management of the website, social media, and other online presence used by a candidate for the Australian Senate, including but not limited to:

- Design of their website and social media accounts
- Search engine optimisation (SEO) for their website
- Evaluating options for advertising campaigns, and eventually running a Facebook advertising campaign
- Photo and video editing

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## ***Certifications***

- Google Advertising and Analytics Certifications (All)
  - This includes certifications for Youtube advertising and analytics.
  - Working with Children Check (WCC)
  - Basic first aid certification
  - Seizure first aid and emergency medications certification
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## ***Accomplishments***

Chess Master- Awarded at the 2017 Oceania Zonals for the World Cup  
National Instructor- International Chess Federation (FIDE)  
Vice President- Macquarie University Chess Society  
Vice President- Macquarie university Toastmasters

- Coordinating their EDM Marketing campaign of online newsletters

### **Epilepsy Action Australia - Marketing and Sales Research Assistant**

North Ryde, NSW

07/2018 - 12/2018

- Working as an unpaid volunteer at Epilepsy Action Australia (EAA), I was responsible for identifying professional fields relevant to the work conducted by EAA and developing contact databases to be utilised by other professionals within EAA
- Additionally, I completed EAA's training courses for seizure medications and first aid

### **Sydney Academy of Chess - Lecturer and Tournament Organiser**

Sydney, NSW

01/2013 - 12/2018

- This was a highly diverse role based around giving lectures and running tournaments in secondary and primary schools
- In this capacity I was responsible for many administrative duties, such as collecting payments, recording attendance with CRM systems, and liaising with school admin, staff, colleague, HQ, parents, and other external organisations, such as after school care, to ensure it the activities ran smoothly
- Additionally, I was responsible for the design of my own curriculum, lesson plans, review booklets, and training material both in typed format as well as on digital learning management systems
- In 2014 I received the National Instructor title from the world chess federation
- In 2017 I received the chess master title from the world chess federation

### **Macquarie University - Student Ambassador**

NSW

12/2015 - 12/2016

Student ambassadors were required to attend events such as university open days, and to engage any prospective students attending that event. Ambassadors would answer any questions the prospective students may have, and be expected to give the university the best image possible to these attendees.