

ELIOT FINCH
BA(Hons)
D.O.B. (20/12/84)
Curriculum Vitae

Address: 29 Buchanan House, 7 Troubridge Square, Wood Street, Walthamstow, London, E17 3GS
E-mail: elcfinch@gmail.com
Phone: 07398 251 087



EDUCATION & QUALIFICATIONS

Bachelor of Arts:

BA(Hons) Creative Music Technology (2:1)
Anglia Ruskin University, Cambridge
2009 - 2012

NVQ Level 2: Food Preparation and Cooking
Cambridge Regional College, Cambridge
2003 - 2005

SKILLS (Soft Skills)

Personal Skills - friendly, energetic, positive can-do attitude

Excellent Communication - the appropriate dynamic personal skills to speak to colleagues and clients on their level

Prioritising and Organising - streamlining and processing tasks for workload efficiency

Ability to Listen - to orders given, and to client requests

Understanding of Business - having the ability to see the bigger picture and provide extra initiative, giving forward thinking ideas to assist the business

Working Under Pressure - being able to learn and execute a variety of technical skills in high pressure and time sensitive environments

Attention to Detail - given tasks to be executed with precision and consistency

BIO/INTRO

eCommerce Manager, website mgmt, customer service | wordpress, woo, shopify

I also have a degree in Creative Music Technology, and am very computer literate, having learned a wide range of softwares, from processing music, video, artwork, graphic design, to website building and an array of programming languages for sensor technologies, audio technologies, website development and trading systems.

Having previously worked in the catering and hospitality industry for many years, I'm versed with the skills to deal with high pressure environments and deadlines, whilst keeping a level head. I also pride myself in having a positive attitude and strong work ethic.

WORK HISTORY & EXPERIENCE

Director

El Rio Media Ltd., London
April 2020 - Present

ROLE:

Director of Website Design, Graphic Design, Media and Marketing Business

Duties include:

- Web Development: Including client project assessment, planning, design and development of client projects, including Wix website designs, logo & brand design, Wordpress and WooCommerce management (Wix, Wordpress, WooCommerce)
- Wire-framing: Problem solving system design prior to development (utilising Lucid.app)
- Ability to listen and process information: Receiving varying dimensions of information from the client to be broken down in a way that displays their visualisations
- Management of workloads: assessing tasks and prioritising/organising their execution to the most effective use of time
- Maintaining client/customer relationships: setting and maintaining a professional tone of voice and communicating on their level
- Accounting and invoicing experience: handling the processing of all accounts and invoicing, and liaising with accountant
- Attention to detail: working to a scientific level of accuracy, for creating an impeccable product
- Development of Systems: Scheduling, CRM, Sales pipeline (utilising Monday.com)

TECHNICAL SKILLS (Hard Skills)

Overview: Experience with word processing, databasing, programming languages, graphic design, website design and development, video processing, music production and related technologies.

Databasing & Word Processing - Google Docs, Google Sheets, Microsoft Excel, Microsoft Word, Pages (Mac) Numbers (Mac)

Social Media Automation - Social Pilot, Buffer

Web Development - Wix, Wordpress, working CBD and understanding of HTML, CSS, Lucid (for Wire-framing)

eCommerce - WooCommerce, Shopify, AliExpress, Oberlo

FTP - Gmail, WeTransfer,

Analysis - Google Analytics

Design - Canva, Placelt, Inkscape, Gimp

Video Processing - iMovie, GoPro Studio, QuickTime

Music Tech (DAW) - Ableton Live, Logic Pro, Pro Tools

Sales / CRM / Scheduling / Ops - Monday.com

HOBBIES & INTERESTS

Health and Wellbeing
Website Development
Market Trading: Technical Analysis
Art and Music
Psychology
Cooking
Learning

Various Catering and Hospitality Roles

Hotels, Restaurants, Pubs, Cafés, Outside Catering, Events Companies, Schools, Universities, Boutique Wine and Craft Brewery's and more. Various Cities, Worldwide, 2002-2021

Digital Marketing Management, eCommerce, (including Data Entry)

The Chef's Circle: EC Circles Ltd., London/Poole

April 2020 - Jan 2021

ROLE:

Managing of catering sector social media platform and business with over 1 million followers, including merchandise development and eCommerce platform management.

Duties include:

- Organisation / UX design streamlining of Website Content (Wordpress)
- Gathering data/content creation (meme's, blog content, news articles)
- entering link URL data into spreadsheets, for preparation for social media auto-posting software (Social Pilot, Buffer)
- CSV building of data to be entered into Social Pilot automated posting software
- Selection and build of products/updating/editing information into Shopify for drop-shipping (knife shop), including work with Ali-Express
- Price point management and data analysis, sales management (Oberlo/Shopify)
- Website (blog) maintenance
- Merch design and distribution setup using Placelt (Merch) TeeSpring
- Copy Editor / Data Entry
- Algorithmic alphabetisation and numerical organisation of content distribution data

Digital Media Management

CFA/Refurbo: EC Circles Ltd., London/Poole

April 2020 - Jan 2021

ROLE:

Social media management of a reseller of refurbished laptops and computer repairs.

Duties include:

- Gathering content data, including environmental quotes relating to their ethos.
- Building of quotes into unique branded-images for posting on social networks
- Gathering of blog posts on environmental issues relating to their content for posting on socials
- Uploading of created images and collected data links to the Social Pilot platform, to be automated and posted within specific times of day
- Data analysis with Google Analytics to determine most effective time to post

REFERENCE:

Joe Hellborg
Ops Manager: Clapton Craft Depot
07561 386 499
joe@claptoncraft.co.uk