

Will Schiller

Driven individual with over three years experience in digital marketing. Including working for a FTSE 250 company to deliver company-wide SEO strategy while at Moneysupermarket.com group and working within the blockchain startup scene for over a year. A do-er and a get it done kind of person, fast learner and a self-starter.

- Writing and developing company communications
- Blogging for TravelSupermarket
- +3 years commercial SEO experience
- Defining growth strategy
- HTML/CSS/Ruby/JS/Git/Meteor/Angular
- Agile trained
- Strong reporting and analysis skills
- Photoshop CS6 Level 1
- Strong networking and interpersonal skills

Employment History

[Ftopia](#) | **Marketing** - *March 2016 to present*

I've been working on the Free Ftopia project since it's inception working directly with the CEO who was previously the Backfeed head of international operations growing the team from 3 people to 39 in four months. My main responsibilities are community growth, marketing and SEO.

[Backfeed.cc](#) | **Work Experience** - *October 2015 to January 2016*

I arranged to do work experience with Backfeed on a remote basis learning about working remotely, attending the Devcon1 Ethereum conference and learning about consensus protocols for blockchain applications. I had accepted to intern with Backfeed but they failed to achieve funding, and the team halved in size and had to cancel my internship.

Other projects - *2015 to present*

[Redecentralized Conference](#) - Key organiser at London technology conference.

[Cooperativa Integral Catalana](#) – Studied the P2P communities in Barcelona.

[bithouse.io](#) – Creator of BitHouse an open source project for registering property on a blockchain.

Sabbatical – *2014 to 2015*

[TravelSupermarket](#) | **Search Executive** - *October 2012 to May 2014*

Responsibilities included:

- Content auditing, briefing content writers, working on creative campaigns, PR, above the line and content strategy.
- On-site, off-site SEO, reporting and traffic and revenue analysis.
- Researching and writing publicly on the company blog and Wordpress development.
- Web design.
- Data analysis.
- Conversion rate optimisation.

ThinkMoney | SEO Developer - September 2010 to May 2011

As part of a two-person SEO team, I helped deliver SEO strategy, and the site was awarded second best SEO site in Manchester by The Eword SEO agency. Main responsibilities were:

- Link building and managing relationships with around 3000 web-masters.
- Sub-editing and creating content strategy.
- Managing content teams.

Education and qualifications

The University of New Mexico

Web Application Architectures

June 2015

- ([Coursera MOOC](#))
Distinction – 97.5%

Chester University

Commercial Music Technology

September 2007 – July 2009

- FdSc

Sir John Deane's College

A-levels results (including English Literature and French)

September 2004 – June 2006

- 3xD grade
- 1xE grade
- IT Key Skills Level 2

North Cestrian Grammar School

G.C.S.E. results (including English, Maths, Science, business and French)

September 1999 to July 2004

- 6xA grade
- 2xB grade
- 1xC grade

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