

# Mr Peter Fernando

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## Profile

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Experienced Digital Marketing Strategist, Trainer and Manager with over 16 year's experience developing and driving marketing initiatives as well as managing digital project builds. Key skills include: marketing automation systems, lead nurturing, content marketing, e-commerce email marketing and social media and PPC. Experienced in managing and growing teams to overcome challenges and work together to beat targets. Combines technical and commercial acumen with well-developed interpersonal skills and the ability to forge strong relationships with stakeholders. Communicates effectively at all levels with clients and colleagues alike and thrives on responsibility and challenge.



## Work experience

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06/2017 – present  
Birmingham, UK

### Team Leader Google Digital Garage

Currently managing and growing staff team at the Google Digital Garage in Birmingham. Empowering and envisioning team members to train individuals and groups. Working with business leaders, political figures and small businesses in order to generate interest in and footfall for the garage.

Experienced in delivering 1:1 mentoring sessions as well as training and presentations to groups of between 10 to 300 at a time.

Responsibilities:

- Managing and mentoring a team of 16 staff within the Birmingham office
- Delivering a range of 7 digital marketing courses to individuals and groups of up to 500

Achievements:

- Creating new opportunities for delivering training within local organisations (e.g.: Birmingham Job Centre, Birmingham Chamber of Commerce, Business First Network)
- Trained and on-boarded 5 team members to deliver new course content
- Working with senior officials at Birmingham and Sandwell councils to implement ongoing digital skills training courses to help bridge the digital skills gap
- Worked with management team to target specific geographical areas in order to raise awareness of the Digital Garage and find new ways to increase footfall to store by 35%+

03/2017 – 06/2017  
Birmingham, UK

### Campaign Manager Enquiniti

Contract role advising internal marketing team in order to generate strategy for internal communications and optimisation of customer journey within customer facing website for management of savings and investment plans.

Achievements:

- Devising strategy to increase visitor duration on website increased by over 8 minutes
- Prototyping concepts of mobile compatible user account management system

01/2015 – 07/2015

### Digital and Content Marketing Consultant Walsall College

01/2017 – 03/2017  
Birmingham, UK

### Head of Marketing (Interim) Kubix Media

Within this role, the main remit was to establish a management structure within a small agency in order effectively process marketing projects.

Responsibilities:

11/2015 – 12/2016  
Birmingham, UK, Warwick

- Implement Marketing structure within organisation
- Establish hierarchy within team for managing projects
- Management of 2x marketing personnel
- Training marketing team
- Management of 8x client accounts and management of SEO, PPC, Social Media, Content Marketing and Email marketing

### **Senior Digital Marketing Manager UBT (EU) Ltd.**

(Made redundant - business unit migrated to organisational HQ in Australia)

UBT is a business consultancy providing business consultancy to large group of businesses across the UK and Europe. The Hive is an agency set up by UBT to cater for the marketing needs of these businesses. The Hive agency was closed down since the business was moved to UBT's Australian HQ.

Responsibilities:

- Responsible for developing sales pipeline for digital accounts
- Creation and management of digital media team - social media executive, 2x developers and 3x graphic designers, 2x social media executives, 1x copywriter and 1x video editor as well as external development team
- Management of e-commerce site with UK & EU reach + implementation of marketing automation / CRM integration with Magento (catering for over 25000 customers worth over £22M in annual revenue)
- Scoping, architecting and managing both internal and client side projects, crafting proposals and developing on-going digital strategy
- Overseeing and managing development of social media and content marketing campaigns
- Targeted build of online communities and online customer acquisition via digital, social media and PPC
- Architecting clients' website solutions, advising on and providing consulting on SEO and website structure and marketing automation systems
- Architecting conversion optimisation strategies for campaigns utilising multiple touchpoints including websites, online content, social media and email

Key Achievements:

- Created sales pipeline for digital contracts worth in excess of £450,000 within seven months
- Delivered organic growth of email lists (over 53%) within 6 months managing the build and implementation of 3 new UBT websites
- Delivered 45% growth in B2B social media following over a 2 month period
- Increased website conversion value by £620,000 for Providore brand within 6 months (27% above target)
- Managed implementation of Pure360 Email Marketing system, created master data set from over 30 fragmented databases
- Architected and managed social media campaigns for clients resulting in generating leads, including celebrities, within 3 weeks for UK business development campaigns
- Created and delivered a social media training course designed to up-skill client teams in order to help them be part of social media campaigns - course delivered to over 60 individuals
- Scoped and managed the development of website projects for clients using both in-house teams and external agencies to deliver projects

07/2015 – 11/2015  
Birmingham, UK

### **Interim Project Manager Elonex Outdoor Media**

09/2014 – 12/2014

### **Administrator (temp contract) ABIA - Birmingham University**

02/2013 – 09/2014  
Birmingham, UK

### **Project Manager Tomorrow People (Inbound Marketing Agency)**

07/2007 – 11/2012  
Birmingham, UK

### **Studio Director Qubeseven Ltd.**



## Work experience

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11/2005 – 07/2006  
Nuneaton, UK

**Field Technical Support Engineer**  
**Gallagher SMS**

11/2005 – 07/2006  
Birmingham, UK

**Second Line Support Engineer**  
**Atkins Global Ltd.**

04/1998 – 10/2006  
Birmingham, UK

**Website Consultant (Partner)**  
**Cybertheque New Media**



## Education

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Birmingham, UK

**Computing for Business BSc**  
**Aston University**



## Skills

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### – MARKETING AUTOMATION SYSTEMS

Hubspot Certified

Email Marketing

SEO

PPC

### – UX & DESIGN

UX and Prototyping

Graphic Design

HTML & CSS



## Software Experience

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**Ecommerce:** Shopify, Magento, WooCommerce

**Email Marketing:** Pure360, MailChimp, DotMailer

**Prototyping & UX:** Balsamiq & Google Docs