

HUGH MCKENNA

ECOMMERCE CONTENT MANAGER

PROFILE

Name

Hugh McKenna

Address

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Email

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Phone

079046664840

Portfolio

hfmckenna.github.io

Blog

myrtlepedals.blogspot.co.uk

Education

BA (Hons) Sound Technology
Liverpool Institute For Performing Arts
2:1

SUMMARY

Have worked in Ecommerce for 4 years.
Starting out as a merchandiser and blogger
for Professional Music Technology.

Showing proficiency I progressed to a
supervisor role with a greater technical
emphasis.

Managing three content creators.
Organising their daily tasks and analysing
performance using tools like Moz, Google
Analytics, LSI keyword tools & Screaming
Frog.

Alongside our paid channel manager, store
marketing and social media teams I work
towards the tactical goals of the business.

SKILLS

Experienced

- Excel
- Google Docs
- Magento
- Sparkstone
- Google Analytics
- Audio Editing

Competencies

- Wordpress
- Sublime Text 2
- Javascript
- MySQL
- Social Media
- HTML

WORK HISTORY

Oct 2012 - Present**Professional Music Technology**

Web Content Manager

Duties include staff recruitment and the training and
management of a team working on SEO, analytics,
merchandising & content creation.

Apr 2007 - Present**Myrtle Pedals & Music Venues**

Freelance Sound Engineer & Business Owner

Worked for several years designing and manufacturing
boutique guitar effects pedals. Also worked in live sound
and recording studios.

2001 - 2009**Customer Service Roles**

Worked in a variety of customer service in retail & call
centres for Santander, Tiscali & LIPA.

EXPERIENCE

- **Product Merchandising** - Involves basic use of Google Keyword Planner &
audience analysis. Writing concise, effective copy for CRO.
- **SEO** - Perform more detailed analysis using a range of tools to adjust static
content, write blogs and change site design to improve UX.
- **Magento** - Responsible for category management, attribute setup and technical
maintenance on a new site built on Magento.
- **Blog Writing** - Have written content that appears on page 1 of Google for
competitive terms like "loop pedal".

INTERESTS

An avid home cook and run a market stall at Granby 4 Streets in Liverpool. I have
also appeared in a cooking show on national TV. Love creating twists on Scottish
classics and researching the history of cooking.