

# HUGH MCKENNA

## E COMMERCE 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.