CHURCH LANE
MANCHESTER, M9 4WH
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Jez Blackmore BSc MA

PORTFOLIO

https://www.jezblackmore.com/

SKILLS

- HTML
- CSS
- JavaScript
- React
- GIT
- Webpack / Babel

EXPERIENCE

BPP University, Manchester – Digital Executive

06/05/13 – 04/2020

- Adding and amending site content, keeping the website up-to-date, using HTML, CSS & JavaScript to fix any content and related faults, ensuring site is error free & running efficiently
- Building & amending landing pages, which incorporate the Bootstrap framework
- Working within various CMS environments (Liferay, Eloqua, Konakart).
- Working with data capture forms to ensure we correctly capture visitors contact information
- Manage workload of multiple tasks with the aid of content management system (Jira)
- Liaise with various members of the marketing team to ensure their digital needs are met & their requirements are fulfilled

Gold Medal, Preston – E-commerce Executive

17/01/12 – 03/05/13

- Maintain Thomas Cook Signature website and retail agent site.
- Add and amend site content, using HTML and CSS to fix any content or related faults. Also work within a CMS environment (ATG and Umbraco)
- Help manage SEO campaigns in order to drive traffic and enhance sales. Build key phrase lists to validate against appropriate software using Google trends to make sure the most effective search phrases are used. Utilise Google analytics to report on the effectiveness of changes

implemented and evaluate progress to adjust the strategic approach accordingly
- Liaise with tourism boards to achieve joint venture requirements (Universal & Disney)
- Create and send E-Shots on a weekly basis to a database of over two hundred thousand people (Using e-Dialog)
- Create banners and eye catching imagery, use Adobe Photoshop to enhance the marketability of the promotable travel destinations
- Update on-line pricing in accordance with the most recent marketable promotional offers

Thomas Cook Online, London — E-commerce Executive

21/03/11- 13/01/12
- Maintained Thomas Cook private label websites (Airtours, Direct Holidays, Club 18-30) was then re-assigned to the main Thomas Cook Website (ThomasCook.com)
- Added and amended site content, keeping websites up-to-date, using HTML and CSS to fix any content and related faults, ensuring site was error free, again worked within a CMS environment (ATG)
- Managed SEO campaigns in order to enhance sales for multiple websites
- Implemented the re-design of Direct Holidays websites (UK & Ireland), ensuring layout adhered to pre-approved designs, using HTML and CSS within the CMS
- Selected the most marketable photo stills in order to enhance resort desirability and overall aesthetics of the websites, using Photoshop to make sure they are of suitable quality

OTHER WORK EXPERIENCE

Not a Number Limited, Salford – Online Marketing Executive
02/2010 – 02/2011
Grimm Up North, Manchester – Online Marketing Executive 09/2010 – 10/2010

EDUCATION

MRC Codes: 2017
(24 week course) Junior Software Engineering.

Salford University: 2009 – 2011
MASTERS Fiction Film Production.

De Montfort University (Leicester): 2004 – 2007
DEGREE Media Production (2:1).

Orton Longueville (Peterborough): 2001 – 2003
A LEVELS: Media (C)Geography (C) Computers (B,C).

Orton Longueville (Peterborough): 1996 – 2001
9 GCSEs A-C.