Addam Giffard

SEO & Web Performance Manager

CV

Addam Giffard

Horwich, Bolton
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Professional Summary:

With over 25 years of progressive experience in leading and managing complex Web Technology projects and teams, I possess a profound understanding of the multifaceted nature of the Web and its pervasive influence on every aspect of modern business operations, particularly in enhancing business impact in today's digital age.

A proven track record of implementing innovative solutions to optimise IT infrastructure for Technical SEO web performance, I am well versed and highly adept at SEO best practices. This includes site audits using tools like Screaming Frog and Ahrefs, to effective keyword research, trends analysis, longform LSI content creation and strategic planning.

A tenacious problem solver renowned for an ability to conquer technical challenges with determination, often through critical thinking and first principle methodologies. As an effective communicator at all levels within an organisation, including C-Suite through to Ambassadors and Key Stakeholders, I cultivate a collaborative atmosphere and empower team members to thrive. Often setting precedents through actions rather than diktats.

SEO & Web Performance Skills:

- Highly proficient in Website Programming
  - Semantic HTML5, CSS, Schema, JSON+LD, PHP, Javascript, etc
  - CMS Scripting - Raw tags, PHP Twig, Laravel Blade, Antlers, Mustache, Liquid etc
- Highly skilled in Technical SEO
  - Site structure, internal linking, Crawl Budget optimisation, prefetching, Image optimisations, LSI etc
  - Website Accessibility Standards
  - Webserver Search Optimised Hosting tweaks for maximum performance gains
  - SEO Best Practices: Ranking Factors + Web Vitals Optimisations
  - Logfile analysis
  - SEO Tooling: Screaming Frog, AHrefs, SEMRush etc
- CMS Management and Maintenance (Wordpress, Statamic, JamStack, +)
- CRO Analytics (Conversion Rate Optimisation) - Analytics Software such as GA, Meta, Plausable, Matomo, Logfile analysis and others
- UX (User Experience) - Colour Theory, Accessibility, Doherty Threshold, Fitt's Law etc

- Deeply researched Content creation and optimisation (eg, reading level, target audience, regulations, Key word research, LSI etc)

Technical Skills:
- First Principles, Lateral thinker and innovator
- Strong proficiency in operating systems (Windows, Linux, MacOS, ChromeOS, Android, iOS)
- Knowledge in Virtual Environments (VPS, Containerisation, Cloud)
- Experienced in System Integrations (REST / Graph API's, CGI, RCP, etc)
- Experience of Programming in multiple languages (both Compiled and Interpreted)
- Proficiency in Database Management (SQL & No-SQL)
- Skilled in ETL/ELT Data Transformations and Analytics
- Expertise in VoIP telecoms systems inc. WebRTC / Web Chat
- Strong knowledge of IT Protocols & Networking: Routing protocols, Switching, QoS, VLANs, Firewall Security, DNS, IDS etc.

Management Skills:
- Aptitude for leadership to guide and motivate teams
- Skilled in setting performance management goals and KPI's, providing positive constructive feedback, and evaluating team performance to drive improvement
- Workplace Psychology and Wellbeing practitioner
- Conflict resolution and mitigation skills
- Doors always open policy
- Flexible and Fair working policies
- Mental Health First Aider

Experience:

CTO & ITC Consultant   Feb 2017 - Present

Asirco Ltd (Bolton, Manchester)

- Developed and executed IT & Web Marketing strategies aligned with business objectives to enhance operational efficiency and facilitate business growth involving key stakeholders.
- Managed and coordinated multiple teams to meet KPI's and improve inter-departmental efficiencies
- Built, Maintained and Managed Websites with SEO content and Performance Optimisations
- Oversaw maintenance of company's IT infrastructure including Networking, Servers, VoIP Telecoms, device deployment, Audio Visual integrations, ERP systems, CRM software, and specialised industry-specific tools.
- Implemented robust cybersecurity measures to ensure compliance with industry regulations.
- Ensured regulatory compliance and effective risk management for the Construction Industry.
- Designed, implemented and managed internal and commissioned networks and infrastructure.
- Managed budgeting and resource allocation.
- Managed Client relationships and 3rd party vendors.

CTO & Marketing Director   Feb 2013 - Feb 2015

Pyvotal Digital Marketing Ltd (Bolton, Manchester)

- Managed a team of Designers and Developers
- Built and Maintained Linux Web Servers (Bare Metal and Virtual)
- Designed and developed SEO Optimised Websites using multiple CMS's
- Designed and developed Web Apps with 3rd party integrations such as Dynamics 365 using OData and OAuth authentication
- Provided Digital Marketing and Consultation Services: SEO, PPC, CRO, Social Media
- Oversaw Marketing and Lead Generation activities
- Managed Stakeholder and client relations

IT Manager   Feb 2005 - Feb 2013

Southerns Office Interiors Ltd (Horwich, Manchester)

- Managed the IT Department
- Developed and executed IT strategies aligned with business objectives to enhance operational efficiency and facilitate business growth involving key stakeholders

- Responsible for the company's IT infrastructure for 80+ staff over 3 sites

- Designed, implemented and managed internal networks and infrastructure including migration from Netware to Windows Servers, the phasing out of ISDN in favour of ADSL connections and the introduction to Hybrid on premise telecoms systems.

- Configured, managed and maintained the Datafile ERP system.
- Developed Furniture Stock management programs to improve efficiency and accuracy, and reduce employee workload and errors.
- Developed extensive 5 million+ furniture database with manufacturer integration
- Designed and developed Marketing Website including technical SEO.
- Created marketing collateral for Sales and for Tender Submissions.
- Provided workplace consultation advice and services for clients, focusing on IT Solutions for collaborative work adhering to psychological principles and research from Leesmans.
- Implemented robust cybersecurity measures to ensure compliance with industry regulations
- Managed budgeting and resource allocation
- Client relationship and 3rd party vendor management
- Ensured regulatory compliance and effective risk management

IT Support Technician   Feb 2004 - Feb 2003

Summ.IT Assist LLP (Bolton, Manchester)

- Provided IT support to clients as part of an Outsourced Services Business.
- Developed and executed IT strategies aligned with client business needs to enhance their operational efficiency and facilitate business growth for their stakeholders.
- Maintained internal company's IT infrastructure capabilities with secure network communications to remote offices in Mauritius.
- Managed 3rd party vendors on behalf of clients
- Developed programs and Databases for clients
- Managed and maintained Unix, Novell and Windows Servers for clients
- Managed, maintained and developed Lotus Notes and Datafile ERP systems for clients
- Designed and built websites

Education:

ASTON University
1998 - 2003, BIRMINGHAM

    // Computer Science (Honors Degree) - BSc (Hons)

Rivington & Blackrod High School / 6th Form College
1995 - 1998, HORWICH, BOLTON

    A Levels: Maths, Physics, Design Technology
    A/S Level: Electronics
    GCSE: Physical Education (P.E.)

Other information:

Children:	1
Driving Licence:	Full, Clean
Hobbies & Interests:	Chess, Cycling, Skiing, Snooker, Tennis, Ultra-running, Nutrition, Psychology

References:

References available on request