MICHAEL HUNTINGTON

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An entrepreneurial and resourceful ecommerce professional with hands on expertise developed over several years within bootstrap start-ups to large- scale FMCGs. Well versed in various digital marketing channels such as SEO, Email Marketing, Content and Paid search - with a history of growing sales and scaling revenue streams.

Both technical & growth minded, having project managed 8+ successful site re-launches / re-platforms onto Magento, focusing on site improvements, UX, complex integrations and improving the customer journey.

**professional experience**

**theschooloflife.com | Emotional Intelligence & Wellbeing products | Senior Ecommerce Manager** [Dec 2019 – Present]

Currently trading at approx +60% YTD Revenue, + 6% AOV, + 24 %CVR, +24% Orders YOY.

* Owned, planned and forecast the annual £1m+ ecommerce sales budget.
* Designed and built an automated email strategy driving customer retention. Adding approx £11k revenue YTD.
* Merchandised the site and created new key category areas and revenue streams such as eBooks and audio books.
* Built out the development roadmap for increased conversion and revenue working alongside development agency.
* Rebuilt the ecommerce KPI dashboards and redefined the ecommerce KPIs via Google Analytics and Data Studio.
* Programmed and merchandised Black Friday 2020 which saw +100% year on year revenue growth.
* Implemented Click & Collect instore driving incremental high margin revenue.

**theschooloflife.com | Emotional Intelligence & Wellbeing products | Ecommerce Marketing Manager**  [2018 – Dec 2019]

* Grew digital sales +27% year on year and Amazon seller accounts 25% YOY. (revenue)
* Owned the sales & margin ecommerce budget & programmed the annual marketing calendar.
* Programmed and hosted a Christmas PR event with 15 key journalists generating content and back links.
* Led and mentored an ecommerce executive through to eventual promotion to managerial level.
* Redeployed SEO and PPC agencies halving costs.
* Built several new landing pages based around keywords, driving incremental traffic to low content ecomm pages.
* Implemented lower value cross sells at checkout driving AOV at checkout via impulse purchase.

**Sofa.com | Furniture Retailer | Ecommerce Trading Manager** [November 2017 – February 2018]

* Producing weekly and monthly sales reports and forecasts for board level directors.
* Project managed the new season SS18 product launch (onto Hybris) alongside web agency.
* Analysing Google Analytics, Adwords and sales trends.
* Managed PPC and SEO agency.

**NudoAdopt.com | Olive Oil Retailer | Ecommerce & Digital Marketing Manager** [August 2015- October 2017]

* Grew digital sales 7% YOY in a difficult, low resource environment. (Taking the business into profit)
* Delivered a new website with a complex newly automated subscriptions mechanism.
* Identified sales trends, forecasted and developed website KPIs via Excel and Google Analytics.
* Managed all digital acquisition & retention channels. SEO, Email, Paid Search, Content, Social.
* Built a functional end to end ecommerce infrastructure (alongside development agency).
* Project managed the CMS platform and customer data switch to Magento from a bespoke CMS.
* SEO strategy and implementation of keywords & optimisation via SEO tools. SEO Moz and SEM Rush.
* Managing all onsite CRO and website improvements.

**TLG Brands (Nica, Fiorelli & Modalu.com) | Fashion Accessories Retailer |** **Ecommerce & Project Manager** [June 2013- July 2015]

* Project managed (client side) the re-launch of Modalu and Fiorelli sites - new skins and responsive platforms.
* Fully project managed launch of runwayaccessories.co.uk outlet site in 3 weeks. (Concept > launch)
* Defined the post site re launch development and roadmap strategies.
* Brought SEO and PPC management in house saving £3k a month and managed the campaigns myself.
* Hand coding, sending and reporting on all promotional emails (HTML) Mailchimp and Pure 360.

**Voga.com | Designer Furniture Retailer | Head of Web Content** [April 2012 - May 2013]

* Managed the re-launch of the global company website within the first two months of starting.
* Managed the launch of three pan European websites (DE, SE, NO) and 3 brand executives.
* Creating and executing the company’s marketing and pricing strategy.
* Liaising with external web development and design agencies.
* Liaising with Far Eastern suppliers in order to build the product offering.
* User interface testing and development for all website enhancements.
* Promoted from Content Assistant to Head of Content within six months of starting.

**ADDITIONAL EXPERIENCE**

**Freelance Contract Roles |** theguardian.com | homefurnitureclearance.com | Voga.com

**Online Merchandising Assistant**, House of Fraser.co.uk, 2009 – 2012

**Web Product Assistant**, Debenhams.com, 2008 – 2009

**Technical Assistant,** Tesco,2007 - 2008

**skills**

* Google Analytics
* Google Data Studio
* Google Search Console
* Google Adwords
* Facebook Business Manager
* SEO Moz
* Mailchimp
* Magento
* Shopify
* Excel
* Google Sheets
* Google Analytics API
* Google Tag Manager
* Tableau
* Amazon Seller Central

**professional training**

* **Udacity Nanodegree in Marketing Analytics,** (Ongoing)
* **CXL Minidegree in Growth Marketing,** (Ongoing)
* **Institute of Data & Marketing (IDM) Professional Diploma in Digital Marketing**, 2018

**QUALIFICATIONS & educatioN**

* **2002-2006 Nottingham Trent University |** (2:1) BA Honours Business Studies (Marketing)
* **2000-2002 Castle Sixth Form Centre, Kenilworth** A-Levels **|** (B-C) Modern History, IT, Business Studies Economics (AS level)
* **1997-2000 Kenilworth Secondary School** GCSEs **|** (B-C) History, Geography, Science, Maths, English and French

**HOBBIES & INTERESTS**

Classic disco aficionado, Digital DJ, occasional Cornish gig boat rower and armchair Crystal Palace F.C fan.