

Graham Davidson

Summary:

An enthusiastic, passionate and entrepreneurial freelance developer and designer with 23 years commercial experience.

Key Skills:

- Digital development specializing in front-end HTML, CSS and JavaScript
- WordPress Developer with custom themes.
- HTML Email developer with 10 years' experience.
- UX and UI Skills focusing on creating beautiful user experiences.
- Strong leader and motivator of teams both internal and virtual.
- Project management including both Agile and Waterfall methodologies.

Experience:

Freelance Digital Developer (March 2017 – Present, 2009 – 2010, 2004 – 2006)

- Front-end developer and designer working for a number of SME's on creating editable and responsive digital solutions.
- HTML Email specialist working on campaigns for British Gas, Equity & General Financial Services, CHAS Insurance and Marpatt Ltd.

Headlines Corporate News Ltd / Head of Digital (Jan 2015 – March 2017).

- Growing the digital portfolio with the acquisition of key accounts including Premier Inn, CBRE, Transport for London, Amazon and Carillion plc.
- Development and implementation of digital strategy designed to take Headlines to the number 1 company for digital employee engagement in the world within 5 years.
- Creation and implementation of all digital policies, procedures and working processes.
- Part of the senior leadership team, operating cross-functionally to drive the digital strategy within the organisation.
- Delivery of all digital solutions including apps, email marketing, websites, and digital portals to existing and new clients.
- Recruitment and management of internal digital development team (3 developers and 1 project manager).

Achievements:

- IOIC Award (Best App) – Overall Winner, IOIC Award of Excellence (Best New Channel), IOIC Award of Excellence (Best New Channel), Silver Award Best App MK Digital Awards.

Plus One LLP, Digital Developer (April 2010 – Dec 2014)

- Front-end development of all web projects for licensed trade customers, creating and building custom WordPress Themes.
- Development of all HTML email campaigns for Licensed Trade customers and national campaigns. Clients included Punch Taverns and Enterprise Inns.

Oxygen Mortgage Services, Sales & Marketing Manager (2007 – 2009)

- Development of online presence of Oxygen Mortgages including dynamic website for case tracking, together with extensive email marketing campaigns covering a client base of over 3,000.

SPRS Ltd, Account Manager / Business Development (1999 – 2002)

- Business development and account management for large-scale catalogue productions for brands including BSS and Avon.

Pyronix Limited (1994 - 1999)**UK Sales & Marketing Manager (1997 - 1999)**

- Strategic development and management of sales strategy, increasing sales in UK from £7m to £9.5m
- Management and re-organisation of sales department, introducing Area Sales Managers

Sales representative - North East (1994 - 1997)

- Increased sales revenue of North East from £400K to £1.2m
- Part of pitch team on National accounts with 90% success rate

Qualifications & Training

- BA Business Studies, University of Wolverhampton, 1st Class Honours (1994)
- Business and Finance BTEC HND, Sheffield Hallam University (1993)
- Business and Finance BTEC OND, Monkwearmouth College of Further Education (1991)
- 9 GCSEs – Including Maths, English, Business Studies (1988)

Interests:

Completed my first and only triathlon although I did use to be a competitive cyclist. I love all things sport and going to the gym and a bit of a cinema nut.