

ANDREW LIVESEY

Digital Marketing and Management Trained



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🌐 badpicklemedia.com

CERTIFICATIONS

- Google AdWords certification
- Google Online Marketing certification
- Google Analytics certification
- Hootsuite Social Marketing certification
- CLAiT Certification (Proficient in Microsoft, Apple and Google)
- NSF-CMI Ltd Level 4 Food Safety and Hygiene Management
- Wallace Cameron HSE First Aid Course completed
- UK Personal Licence holder

MEMBERSHIPS

- The Institute of Direct and Digital Marketing (IDM)
- Digital Marketing Institute (DMI)

HOBBIES

- Woodwork and carpentry
- Skiing and snowsports
- Environment and technology
- AI and coding

PERSONAL STATEMENT

Personal motto: "Give me scope and I'll get results".

I possess a high measure of self-motivation and personal awareness that has enabled me to succeed at every level of my professional development. My clear and straight forward approach when dealing with challenges is combined with sincerity and integrity to deliver the right results. I have a reluctance to make false promises and will use a pragmatic approach to ensure I deliver in a demanding role. I'm not one to ask for help at the first hurdle and my hard working character facilitates my desire to problem solve, often involving my colleagues along the way, in order to exceed expected results.

I believe in taking people with me through training and providing opportunity. It is only through personal development that we can expect improvement and deliver team performance within the working environment. I take my personal development seriously and always seek ways to increase my role and market knowledge, without losing sight of my goals and results.

SKILLS AND ABILITIES

Digital and SEO:

- Google certified with latest online certifications gained in the past 12 months for Analytics, SEM and SMM.
- CPD through online courses, webinars, audiobooks and network meetings.
- Video production for small advertising projects, display search and online marketing.
- Well scripted and accurate content delivered across various networks using specific tone and voice.
- Firm believer in "Plan-Do-Review" with a comprehensive planning and strategy in place for each project.
- Focus on community building, brand awareness and two-way social interactions.
- SEO trained, employing only white hat strategies to obtain superb results.
- Familiar with powerful insight and operational software (Open SEO stats, Hootsuite, etc).

Communication:

- Self awareness – Quickly adapt to environment and audience knowing how to deliver information and feedback to different audiences.
- Outgoing and approachable - Instilling pride and team spirit in the workplace.
- Clearly and concisely convey ideas and strategies and how they are to be implemented.
- Analyse and interpret large amounts of information to be delivered to other stakeholders.
- Polished presentation skills – Presented to the UK Board at Tesco and other key business stakeholders.
- Networking at relevant industry events to grow contacts and share knowledge.

Management and Leadership:

- A hands-on approach to inspire "What good looks like" amongst the team and colleagues when developing and delivering training.
- I set a strong lead and high standards, expecting people to follow, but realise that support is sometimes needed.
- Gaining emotional loyalty and buy-in from key stakeholders to implement new ways of working is key to progressing a team.
- Realising the relationship between training and success.
- Using a plan-do-review model in all my strategies to refine and progress.

WORK EXPERIENCE

2014 - 2017 Business Owner

[Bad Pickle Media](#)

Founded in 2014, Bad Pickle Media has provided me a platform for self learning, personal development and market practice. During the past three years I have gained various certifications and used my time to study and implement current marketing trends and practices, including Google best practices, AdWords, social media management, SEO, client email databases and website optimisation. All whilst building and maintaining client relationships through B2B and B2C sales.

My main focus has been on two-way customer interaction, engaging the client's community and customer base with relative and engaging content, followed up through insights and focusing on the content that sees most quality interaction for its investment.

Success stories include 27% increase in sales for a transport company through online ad campaigns and 55% increase in traffic to a construction firm's site from redesign and SEO and 11.2% CTR in an industry where the standard is just 3.6%.

2011 - 2014 Store Manager

[Tesco, Manchester](#)

Delivered green KPIs and audits in each quarter of every year. Increased sales 13% like for like. Developed team to an exceptional level with the successful implementation of training and encouraging personal development. Deliver weekly area trade analysis report to Area and Regional Managers, including business & market analysis. Regular recruitment from shop floor to management.

2008 - 2011 Property Consultant/Digital Marketing Manager

[Parklane Properties Group UK Ltd, Leeds](#)

Securing buy in from key stakeholders to create national and international franchise campaign. Creating marketing and PR email and online strategies to raise brand awareness. Executing traditional search and display marketing campaigns whilst implementing new digital concepts. Worked closely with the Head of Marketing to produce outstanding results within online marketing and SEO. Maintained great relationships between businesses and inter-group personnel. B2B marketing and sales for new franchise hotel chain, including trade shows, video production and co-ordination of press releases.

EDUCATION

2017 - 2018 Level 7 Postgraduate Diploma in Digital Marketing

Digital Marketing Institute (DMI)

- Masters level Diploma in Digital Marketing from the DMI validated by Google, Twitter, Facebook and LinkedIn.
- Part time course due to be completed by March 2018.
- Course validations in Communications & Consumer; Social Media Marketing; Search Marketing; Mobile Marketing; E-commerce & Email; Strategy and Planning.

2006 - 2010 B.A Middle Eastern Studies and Politics

[University of Leeds](#)

- 2:1 Honours achieved.
- Presentation and public speaking was a large focus within the course, enabling me to hone my presentation skills, confidence and outgoing personality, working both independently and in groups.

- Knowing your audience - To provide in depth analysis or a quick, accurate summary.
- Course also consisted self-teach modules and in depth topic research to produce individual analysis of regional events.

2004 - 2006 A-Level

[Bolton School Boys' Division Sixth Form, Lancashire](#)

- A-Level: Geography – A, Systems and Control Technology – B, Physics – D, General Studies – B.

1999 - 2004 GSCE

[Bolton School Boys' Division, Lancashire](#)

- GCSE: 10 GCSEs A*-C, including Mathematics, English, separate sciences, French and Russian languages.