

# Charlie Walker

Ecommerce & Social Media Marketing

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## EXPERIENCE

### Countrystyle Meats Farmshop, Lancaster.

Ecommerce & Social Media. Oct 2018-Present

**Ecommerce:** Making improvements to the existing website which was originally designed for information only and has now branched out into ecommerce. Improving SEO, replacing old images with new more attractive images. Creating & maintaining product listings. Processing orders and customer service. Reporting results to the owners.

*The website is not currently designed by me although I am working on a wordpress & woocommerce alternative which will give us more control over the design and will integrate with our payment and stock systems. This will result in an overall improvement to the appearance of the website, easier navigation for the customers, and extensive savings for the business.*

**Social Media:** Maintaining Facebook pages for the Restaurant and Farmshop. Maintaining Twitter, LinkedIn & Instagram accounts, running the Pinterest account. Weekly mailchimp emails to customers. Launch of YouTube channel & Tiktok coming soon. Communicating with customers via Messenger, email & phone. Ensuring weekend special offers and new products are advertised weekly across all channels. Ensuring other marketing is scheduled appropriately. PPC through Google Ads & Facebook Ads. Reporting back to the owners on success rates.

**Marketing:** PPC Facebook & Google Ads, online competitions & giveaways. Creating adverts for magazines, designing banners for local advertising and events attended by the business. Creating posters and POS. Designing menus for the Restaurant, Ice Cream Parlour, and Deli Takeaway. Creating digital art work for social media channels and photography of products. New video work starting.

## SKILLS

- Wordpress & Blogger
- Wordpress Plugins e.g. Yoast
- Keyword and SEO tools e.g. MOZ
- ECommerce: eBay, PayPal, Woocommerce, Amazon Affiliates
- Social Media: Facebook (inc Messenger and Pages), LinkedIn, Twitter, Instagram, Pinterest, TripAdvisor, YouTube, TrustPilot, Google Business, MailChimp, Hootsuite
- Google Analytics, Google Search Console, Google Ads, Facebook Ads
- Microsoft Office & G Suite
- Photoshop
- GIMP
- Page Plus
- PicMonkey
- Kapwing

## EDUCATION

Diploma: SEO & Digital Marketing  
2020, One Education (Online)

CIPD Level 3 (HR)  
2016-2017, Lancaster & Morecambe  
College

NVQ Multimedia  
2001-2003, Lancaster & Morecambe  
College

C&G Cert Photoshop  
2001, City & Guilds

BA (hons) Fine Art  
1997-2000, University College of St.  
Martins, Lancaster

## **2 Sisters Food Group (Fox's Biscuits), Kirkham.**

HR Admin. May 2017 - Oct 2018

My other skill set. Working as part of a team of four in HR, looking after 300-400 people in a factory environment. Programmes used: Kronos, SuccessFactors (MyPeople), SAP, Microsoft Office. Recruitment, note taking, general admin.

## **Lara Nichols Ltd (Commercial Cleaning), Lancaster & Halton**

Assorted Rolls over 10+ years Aug 2006 - May 2017

**Website & Social Media:** Redesigned the company website using Drupal and them moving to Wordpress, including customer facing marketing and employee only training and communication. Created their Facebook Page and Twitter account for online marketing. Wrote company blog, employee newsletter, and client mailshots. Looked after the Google Business listing and reviews. (Approx 2 years) Other roles also taken on during employment with the company. Details available on request.

## **6 Months Freelance Website Managing**

Feb 2006 - Oct 2006

Using Dreamweaver to create and run websites for Leeds Bridal (Wedding Dress retailer in Morley, Leeds), and Battle Heaven (Trading Card & Table Top gaming retailer, Lancaster).

## **Micro Markets Ltd (Computer Peripherals & Games Retailer), Morecambe**

Internet Sales Manager. Oct 2002 - Feb 2006

Working in a small office, designing, maintaining and running the company web site using Dreamweaver, listing items for sale via the website and eBay. Checking quality of pre-owned games, videos and DVDs, calculating resale prices to allow for competitive pricing and acceptable profit margin for both pre-owned and new items including computer peripherals. Packing and posting of sold items. Dealing with customers and suppliers via email and phone.