

MIKE MORRISON

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SUMMARY

Ecommerce head and web guru for nearly 20 years, I co-founded the successful gadget & gift company **I Want One Of Those**; built the **RSPCA**'s virtual gifts website; took **Steamer Trading Cookshops** from offline to multi-channel; built & headed up the B2C team of **HolidayTaxis**, a global ground transportation company; and developed ecommerce strategies and project roadmaps for major clients at **Gene Commerce**. I have management, ecommerce, business, design and marketing skills with which I've helped companies start up and build their online presence, often in preparation for successful acquisition. I'm looking for a role that uses these skills in a sociable, meaningful and inspiring environment.

EMPLOYMENT

Senior Ecommerce Product Manager, [GENE Commerce](#)

Aug 2019 to date

Worked as a product/account manager and ecommerce strategy consultant for various core clients.

- Worked with project managers & development teams to prioritise roadmap projects
- Identified opportunities for clients to improve overall online performance via Google Analytics, Google Search Console and a suite of monitoring tools
- Liaised with senior management teams at client meetings to communicate strategies to agency project teams
- Carried out SEO audits for agency's major clients, safeguarding and improving websites' organic search status during major releases

Head of Ecommerce, [HolidayTaxis](#)

Nov 2014 to Aug 2019

Built up an Ecommerce dept from scratch to a team of SEO, PPC, CRO and email marketing experts.

Quadrupled profits in 4 years to £multi-million and trebled conversion rates via a combination of A/B testing programmes, brand building & aggressive cross-channel, multinational acquisition campaigns.

- Managed several agencies, consultants and networks across all major ecommerce channels
- Managed and grew team of in-house ecommerce channel specialists
- Worked closely with development team to prioritise & roll out changes to B2C websites (including [key partner white labels](#)) to improve SEO, conversion rates, booking flow and performance
- Developed SEO and content strategies to optimise user engagement and search engine positions
- Worked with key travel & airline partners to improve white label performance and conversion rate
- Reported to board on monthly basis with trading updates and strategic plans
- Along with senior management team, helped company to acquisition by Hotelbeds Group

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Head of Ecommerce, Handpicked Collection

Feb 2013 to Nov 2014

Improving online presence of this mail order & internet gift company, growing sales revenue by a third and assisting in its [acquisition by News UK](#). Oversaw digital marketing, website relaunch, mobile site & Magento migration and improvements.

- Managed outside agencies dealing with PPC, email marketing, order management, personalised web recommendations and SEO.
- Focus on improving usability and website performance
- Web design & development, system specifications, managing experienced Magento developer to troubleshoot website issues and explore & implement Magento extensions and upgrades

Head of Online, Steamer Trading Cookshops

May to Dec 2012

Managed the transition of Steamer Trading from an offline network of 28 stores to a full multi-channel operation. Launched website in October, generating over £120k of sales in the 9 weeks before Christmas.

- Managed outside agencies responsible for design, build, user experience testing & email marketing
- Wrote product copy & edited site content, sourcing content from over 80 suppliers for 4,000 SKUs
- Sourced and chose fulfilment company for product storage and customer orders
- Developed social media & marketing strategy, involving staff, stores and suppliers in the narrative
- Developed specification & launched Click & Collect service for the stores ahead of Christmas

Ecommerce Manager, RSPCA

Feb 2011 to Feb 2012 (contract)

Designed & project managed build of Magento [virtual gifts site](#), RSPCA's 1st proper attempt at online retail.

- Developed online virtual gift card customisation solution
- Sourced additional physical products, wrote copy for these and virtual gifts
- Sourced and chose fulfilment company for order storage & handling and card printing
- Managed internal stakeholders in Legal, Finance, Campaign & Data Protection departments
- Developed marketing & social media strategy; investigated partnerships for new revenue streams

Chairman, Board of Trustees, [Global Noticeboard](#)

2010 to 2017 (part-time)

Chaired board of trustees for the registered charity wing of the enterprise from December 2011. Managed team of part-time designers & developers for various projects on this social enterprise community website.

IT Director, Lizzie Doyle Clothing

Jan 2006 to Dec 2008

Co-founded Lizzie Doyle Clothing company (for larger-sized ladies), designed and built website using open source PHP and MySQL software. Used SEO & Google ads alongside more traditional marketing methods such as [PR in the Telegraph](#).

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Co-Founder, Design & Technology Director, I Want One Of Those

Sep 1999 to Jan 2007

Co-founded business with two others in 1999 with £5,000 each of self-funding; successfully sold the business in 2004.

- Designed and built the first generations of the website; website & catalogue editor
- Developed email marketing strategy, designing and writing emails and brand content
- Developed communities and online metrics before onset of social media and Google Analytics
- Helped grow company from 3 people in a bedroom to 100 staff, 2 locations & £13million turnover

SKILLS

Ecommerce management	Social Media
Strategy	User Experience
Ecommerce analytics	Magento
Content writing (for humans and Google)	Project Management – PRINCE2 qualified and familiarity with Agile methodologies
Multi-channel trading	Adobe Creative Suite - Photoshop, Fireworks,
Search Engine Optimisation	InDesign, Illustrator and Flash
Conversion Rate Optimisation	Basic HTML, CSS
Paid Media	Wordpress / other CMS
Email Marketing	Graphic Design, Animation, Video Editing
Affiliate/Performance Marketing	

EDUCATION

Silicon Beach Training, Brighton – March 2012 – PRINCE2 Practitioner qualification

National Academy of Writing – 2007 to 2010: Creative Writing Graduate Diploma

Royal College of Art – 1995-97: Industrial Design Engineering (joint course with Imperial College). Awarded Royal Commission Scholarship for course's duration.

University of Edinburgh – 1989-93: Mechanical Engineering BEng 2:1

INTERESTS

Business Consultancy and Networking – offered business, web and start-up advice to various businesses including auction, telecoms, motor-racing and baby products. Appeared on TV to promote IWOOT, including Bloomberg TV and Channel 4's Big Breakfast. Spoke at 2003 CIO summit in Turnberry and [2018 Digital Marketing World Forum](#) in London.

Spare time - writing (working on a historical fiction novel); internet & social media (built village community website as personal project); tennis (play for local Brighton team); travel (working part-time for 25 years as tour manager for US educational tours of Europe); music, film, reading, pool/snooker

Languages – German (near fluent – mother is German), Italian, French (conversational), Spanish (basic)