

MIKE MORRISON

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SUMMARY

Ecommerce head and web guru for over 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; developed ecommerce strategies and project roadmaps for major clients at **Gene Commerce**; and led the Marketing team at **Crunch Accounting**. 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

Digital Marketing Manager, [Crunch Accounting](#) July 2020 to present

With early departure of Head of Sales & Marketing, took over management of team of digital marketers, content writers, business development execs and search consultants to sustain and grow business revenues through Covid downturn.

Implemented conversion rate optimisation and personalisation solutions; set up new affiliate channel; conceived and initiated SEO & PPC strategies; built up the marketing team; oversaw migration of website to new platform; developed digital marketing strategy for investment rounds

Senior Ecommerce Product Manager, [GENE Commerce](#) August 2019 to March 2020

Worked as a product/account manager and ecommerce consultant for several clients across book, bathroom, medical and motor industries.

Worked with internal project managers and 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 August 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 & conversion rate

Reported to board on monthly basis with trading updates and strategic plans

Along with senior management team, helped company to [acquisition](#) by Hotel Beds Group

Head of Ecommerce, Handpicked Collection Feb 2013 to Nov 2014

Improving online presence of this mail order & internet gift company, increasing sales by a third.

Oversaw email marketing, website rebuild & redesign, mobile site & systems 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 December 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 testing and email marketing

Wrote product copy & edited site content, sourcing content from 80 suppliers for 4000 products

Sourced and chose fulfilment company for product storage and customer orders

Developed social media and marketing strategy, involving staff, stores & suppliers in the narrative

Developed specification & launched Click & Collect service for the stores ahead of Christmas

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Ecommerce Manager, RSPCA *February 2011 to February 2012 (contract)*

Designed & project managed build of Magento [virtual gifts site](#), RSPCA's first attempt at online retail, including online virtual and physical gift card personalisation solution

Sourced additional physical products, wrote copy for these and virtual gifts

Sourced and chose fulfillment 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, Champions Club Community *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, including the Global Noticeboard, on this [social enterprise community website](#).

IT Director, Lizzie Doyle Clothing *January 2006 to December 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](#).

Co-Founder, Design & Technology Director, [I Want One Of Those](#) *Sep 1999 - Jan 2007*

Co-founded business in 1999 with £5000 each of self-funding; successfully sold it 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
Ecommerce analytics	User Experience
Content writing (for humans and Google)	Magento
Multi-channel trading	Project Management – PRINCE2 qualified and familiarity with Agile methodologies
Search Engine Optimisation	Adobe Creative Suite
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: studied 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 - tennis (play for local Brighton team); writing (working on a historical fiction novel); internet & social media (built village community website as personal project); travel (working part-time for over 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)