

# David Holley – Curriculum Vitae

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## Summary

Oxford graduate with over 9 years practical and academic experience in marketing. Specialist in Digital and Affiliate Marketing, with over 2 years practical experience in the telecoms sector.

Highly adaptable and a quick learner, with a wider range of skills, leadership experience, and project management experience.

### Specialist Areas

PPC campaign management; SEM; Google Analytics; Affiliate Marketing; HTML, CSS and JavaScript; User Experience design; Copywriting

## Employment

### Digital Marketing Executive

Hand Over Fist Ltd., Jan 2011 – Present

Responsible for managing and developing a number of PPC campaigns, building and maintaining websites, writing copy and front-end code, monitoring analytics data and producing reports, training new staff members in the above.

Took a central role in the initial design, development, and release of a key website for a major network client, including co-ordination between organisations. Was responsible for user experience design, and core content revision as part of a significant redesign of the company's core properties.

Led analytics initiatives, guided strategic decision making, and was responsible for growing key accounts contributing to a period of sustained growth and success for the company.

### Armoursmith

Self employed, Feb 2009 – Jan 2011

Created uniquely commissioned armour for clients, adhering to exacting specifications and with a high emphasis on quality workmanship and attention to detail.

## Manager

The Old Angel Pub Co. Ltd., Nov 2008 – Feb 2009

Oversaw day-to-day trade in a niche town-centre pub, including site security and maintenance, financial accounting, leading customer service, and leading and training team members in their roles.

Re-established a failed pub, rebuilt a steady clientèle, achieved Cask Marque certification for exceptionally kept ales, introduced new product lines and oversaw a growth in revenue of 50% over the period.

## Head of Production

Oxide Radio, Jan 2006 – Mar 2008

Oversaw a production team of 8, ensured the smooth day-to-day operation of the station and the broadcast of its scheduled programming. Maintained the station's broadcasting equipment, trained station personnel in broadcast techniques, DJed and produced a number of regularly scheduled shows.

Won a unique station award for "Outstanding Contribution". Contributed towards the largest growth in listener figures in the station's history.

## Education

### University of Oxford

#### **B.A. (Hons) Economics & Management**

*Second class honours, upper division (2.i)*

**Course modules:** Microeconomics, Macroeconomics, Economics of Industry, Labour Economics and Industrial Relations, Organisational Behaviour and Analysis, Strategic Management, Technology and Operations Management, Marketing

### Torquay Boys' Grammar School

**A-Levels:** Maths (Grade: A), Economics (A), Business Studies (A), Philosophy and Ethics (B), General Studies (B)

**GCSEs:** 11 at grade A\*/A

## Contact Details

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