

Max Turner

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A versatile and energetic web manager, marketer, copywriter and developer. A proven communicator with experience of managing and coaching technical teams and managing agencies and suppliers.

My background means that I can communicate easily with technical staff, and quickly analyse and understand a situation, or new systems, and the options available. I am not afraid of making critical decisions, or even rolling my sleeves up and writing code.

Technical Summary

- **Web Content and Development:** SharePoint CMS, WordPress CMS, HTML, CSS, Adobe Creative Cloud (Photoshop, Dreamweaver, InDesign, Illustrator, Acrobat), InSpyder InSite (website health analysis), Windows Server (2008 and 2012), Bootstrap, JavaScript, JQuery, DHTML, DOMs, CAML, XML, MySQL.
- **Web Marketing:** Google Analytics, Envoke Marketing Automation, SEO Moz, iThoughts, Trello
- **Video:** Final Cut Pro, Adobe Premiere, Adobe AfterEffects
- **Historically:** C, C++, Visual Basic, Visual Studio, Flash and ActionScript, Quark, InDesign, ASP.NET

Professional Experience

Christie Digital, Wokingham, UK

April 2007 – July 2016

A global visual, audio and collaboration solutions company for business, entertainment and industry.

Web Marketing Manager EMEA

Responsible for the execution of web marketing for the EMEA region of this worldwide company. This includes the delivery and management of websites, micro and campaign sites, web advertising and analytics, and management of staff engaged in this work and the web server infrastructure used to support it.

People Management

Managed direct staff, technical contractors and third-party agencies who were engaged in a wide variety of marketing and web activity, from marketing content creation, to website development, to professional consultancy.

- Acted as a mentor to web staff and provided technical training to Marketing colleagues where necessary.
- Worked with third-party agencies and kept strong control over both work being carried out and costs incurred, in order to ensure we stay within budget.

Web Development and Management

Marketing and technical content management of the EMEA region's vast corporate website, plus the management of marketing campaign microsite projects throughout their lifespan.

- Managed regional web server, providing a web hosting platform with the appropriate infrastructure for the sites, (PHP, WordPress, .NET)
- Lead several successful server migration projects and on one occasion dealt with disaster recovery.
- Built (coded and styled) websites, landing pages, forms, JavaScript
- Advised and directed technical teams and challenged third-party developers on costs and deadlines

SEO

- Researched and wrote an SEO best practice guide for Christie's websites, used by staff.
- Worked with an SEO agency to resolve major search optimisation issues with the existing corporate site.

- Used this learning to achieve better ranking for both the main and campaign sites for the EMEA region, in both branded and unbranded search, while removing the agency cost.
- Lead an in-house project targeting high-traffic pages, to further improve their non-branded ranking.
- Collaborated with colleagues from Asia Pacific and Americas regions, to determine and implement a global geo-IP solution to automatically present visitors with content for their region, which increased site traffic by 96%

Analytics

Google Analytics expert within the Marketing department. Responsible for the management of EMEA region analytics, including account admin, tracking and custom report configuration. Provided custom reports for all web campaigns, and trained my colleagues on using Google Analytics.

- Instigated campaign tracking, allowing the measurement of traffic from off-site resources, such as email bulletins and web advertising.
- Expanded event tracking in analytics to give more detail on the nature of user clicks.

Copywriting & Content Creation

Copywriting and content creation for websites, web advertising and a technical paper.

- Analysis of keywords needed, tone required, layout, and the approach taken by our competitors with similar products.
- Wrote a technical paper, quickly learning about an unfamiliar technology, then writing about it at a level that an intelligent layman could understand.
- Handled image selection, processing and compositing to provide graphics content for websites and web advertising.
- Video editing to create engaging content from material supplied by agency videographers and photographers. Soundtrack creation when required

Demand Generation

Senior technical contact for the EMEA region. Instrumental in the implementation of marketing automation across all websites.

- Improved the data-gathering of online forms to acquire more detailed and relevant information used in maintaining contact records and identifying warm sales leads, and improve the form-filling user experience.
- Boosted demand generation, and visibility of the brand, by management of web advertising in 10 weekly international AV industry e-publications, with content created in six languages.
- Generated demand for incentive downloads via on-site promotion, which when delivered via marketing automation, tripled the prospect contact database in the first two months, and increased traffic to our website.

PPC Worldwide, Oxford, UK

March 2006 – March 2007

Providers of Employee Assistance Programs in over 150 countries worldwide.

Web Developer/Designer – 12-month fixed-term

- Designed and developed web-based projects, including an online client knowledge-base, Flash-based training tools, the future corporate website, and numerous other web and print based products. Extensive use of HTML, CSS, JavaScript, VB.NET and ASP.NET 2.0, plus Flash, Visual Studio 2005, and SQL and Microsoft Access.
- Consulted on internal corporate style for all graphical communications, and upon the adoption of W3C's WAI standards for web accessibility.

Mouchel Parkman, London, UK

Sept 2005 – Jan 2006

An infrastructure and business services company, providing advisory, design, project delivery and managed services across the highways and transportation, local government, emergency services and utility markets across the world.

Contractor: Web Developer/Designer

Brought in to rescue a six-month project halfway through, successfully delivered on time.

- Designed and developed a 400+ page web-based Integrated Management System to model processes used by the executive team running the M25.
- Managed the creation and integration of hundreds of engineering and business process diagrams and thousands of linked documents, along with HTML, DHTML, DOM and JavaScript programming.
- Contract was extended to design and develop a Flash-based demonstration tool, for use by senior management bidding to win further contracts of a similar nature.

Exposure International, LLC., Denver CO, USA

2003 – 2005

A full-service web design, development and marketing company. Their main client base is in the financial industry, where Exposure designs websites, web technologies, and marketing, plus branding, and print marketing.

Development Manager

A wide-ranging role including managing relationships with a client base from small businesses, to multi-million dollar financial institutions throughout the United States. Main point of contact with clients' senior management, staff, and third-party vendors. Managed and coached two Developers.

- Provided consultancy services on branding, corporate identity, and strategic marketing campaigns, resulting in fresh promotions of client, products and services.
- Designed and developed websites, using Photoshop and Dreamweaver, JavaScript, Flash (with ActionScript), and PHP includes, to give clients professional corporate websites, to promote their brand.
- Promoted the use of CSS and PHP includes as a means of styling and page layout when such technologies were in their infancy. Pushed for greater adoption of accessibility standards such as US Section 508.
- Project managed the successful launch of major websites, interactive tools, and print campaigns, for a number of clients. Coached junior staff where needed.

Freelance Web Design & Development

2002 – 2003

Design, development and maintenance of websites, interactive Flash tools, and graphics-rich online content

Galileo International Inc

1991 – 2002

One of the world's leading providers of electronic global distribution services for the travel industry

Technical Analyst – Denver, Colorado – USA

1999 – 2002

Part of the development team, leading numerous projects, developing software and technical consultant on front-end systems for travel industry users throughout the world.

- Lead a project to deploy Galileo's premiere scripting product, written in C++, using Microsoft Visual Studio, and in use throughout the world, to the US market. This involved its conversion from a 16-bit to a 32-bit application, using the Win32 API and OOD, resulting in a more robust automation product, saving clients time and money.
- Provided technical consultancy and support to external C, C++, Visual Basic and Delphi developers on the use of one of Galileo's published APIs. Trained the technical helpdesk and provided a second level support if needed.

Analyst-Programmer, Swindon, UK

1996-1999

Acted as a consultant and developer, using **C, C++, Visual Basic and Borland Delphi**. Lead technical training courses in the UK, continental Europe, and the United Arab Emirates.

Programmer

1993-1996

Associate Programmer

1992-1993

PC Support Analyst

1991-1992