

# Tommy Anderson

I am a creative and ambitious computing geek with 11 years' web design, digital marketing and SEO experience.

A strategic thinker with a positive proactive attitude, determined to combine creative initiative and technical proficiency respond to new challenges.



## Skills Summary

Website Design  
UX and Mobile Development  
SEO & Digital Marketing  
Conversion Rate Optimisation  
Project Management

HTML, CSS & Javascript  
Branding & Graphic Design  
eCommerce management  
Google Certified

## Zero One Digital

Since developing my skills learnt from various agency and in-house positions, I'm proud to have launched Zero One Digital in 2019.

## Work Experience

### eCommerce Manager GNG Group

Jan 2018 - May 2019

- Increased conversion rate
- Web coordination, planning, and implementation across multiple online strategies

### Digital Marketing Manager Simpson Millar Solicitors

Nov 2013 - Dec 2018

- Responsible for online marketing across multiple legal sectors
- Optimising websites both on-site and off-site for organic search

### SEO & Project Manager Strategy Plus

May 2012 - Nov 2013

- Project management between client and technical teams to streamline website production
- Coding designs into mobile-ready websites

### Digital Executive eSterling Internet Solutions

Jan 2011 - Apr 2012

- Key accountability for on-site and off-site SEO
- Effective digital marketing activities with proven results & ranking analysis

## Educational History

### Birmingham City University 2:1 BSc CBeST

2002 - 2006

- Computing with Business & eSystem Technology

### San Jose State University Junior Developer

June 2001 - August 2001

- International Student Exchange Program (ISEP)

## Contact me

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