

MIKE HARRISON

AGE: 36

NATIONALITY BRITISH

CURRENT ROLE: DIGITAL MARKETING MANAGER

PREVIOUS ROLES: TECHNICAL MARKETING EXECUTIVE, WEBMASTER,
WEB DEVELOPER, TECHNICAL AUTHOR

PROFILE OVERVIEW

A technical consultant with 12 years experience in the IT / B2B sector with considerable expertise in the following areas:

- Online Marketing (website/microsite building, email marketing, social media, search engine optimisation)
- Microsoft CRM and Database Management
- Website Design
- Website Maintenance and Administration
- Content Management Solutions
- Web Application Development
- Collateral Development
- User Interface Design
- Technical Business Solutions
- Technical Authoring

Certifications:

Microsoft CRM 3.0:

- MBSS - Microsoft Certified Business Management Solutions Specialist:
- MCNPS - Microsoft Certified Network Professional

Sitecore v5.3 Level 1 & 2 Developer

Exams Passed:

- [MB2-423](#): Microsoft CRM 3.0 Applications
- [MB2-422](#): Microsoft CRM 3.0 Customisation
- [MB2-421](#): Microsoft CRM 3.0 Installation and Configuration

EDUCATION

1992–1995 Cheltenham & Gloucester CHE.

BSc Physical Geography with Earth's Resources (2:1).

1990–1992 Yateley Sixth Form: Yateley, Hampshire

'A' Levels in Geography, Economics and Maths.

1985–1990 Yateley School: Yateley, Hampshire

GCSE's in Maths, English Language, English Literature, Geography, Chemistry, French, Business Studies, Physics, Physical Education.

EXPERIENCE

Essential Communications: (2008 – present)

Essential Communications is a PR & Marketing agency specialising in technology and mobile data. Based in Newbury, Essential's clients typically fall into one of the following categories: Technology Resellers, Distributors, Manufacturers or Solution Providers.

Role: Head of Digital Marketing (Team Leader and Web/Digital Project Leader), reporting to the Managing Director

Responsibilities:

- Heading up the Online Marketing function within the Company and responsible for Essential's team of designers and digital marketing specialists
- Management and leading of others to ensure projects are managed on time and to budget
- Direct client liaison to include attendance and presentation at client and supplier meetings
- Full ownership for the management, updating and development of the company websites
- Website, Intranet, extranet and microsite design, development, testing and on going upkeep
- Setting up and managing domain names and hosting
- Development of web / software applications to support the business and as a service to clients
- Set up of blogs, RSS feeds, Social Media and Social Bookmarking tools
- Support and ongoing development of the Company's CRM system
- Email marketing – development, broadcast, reporting and campaign management
- Development of graphics, images and animation
- Creation of online advertising including banner ads
- Web analytics and reporting
- Keeping up to date with the latest trends in technology for Digital Marketing and advising, testing, implementation and inclusion in the Company's offerings

Recent Projects

- Essential Communications 2010 Website (Joomla)
- J-ump Website (Joomla)
- Andrew's Mailroom Website
- Codegate Website
- ONCO - Online CO-OP Management system design and development
- Ongoing weekly/monthly email campaigns for Avnet, Codegate, Blackroc, Jade and The Barcode Warehouse
- Mobilevantage Website and Videos
- Daredevil Handhelds Website, Project and Videos
- Isitrudded Website, Project and Videos
- Internal implementation of Business Contact Manager 2007 from Salesforce.com
- Internal implementation of Sharepoint
- Alan's Warehouse website and localised German versions Norlan, Globos, Etiscan, ID Solutions

SSI / Chelford / Solarsoft (1999 -2008)

SSI, base in Basingstoke, develop, implement and support integrated manufacturing supply chain systems.

SSI is the UK based author of TROPOS, one of the most widely used ERP systems in its key market sectors - food & drink, warehousing and distribution, chemicals, pharmaceuticals, mills, metals and volume manufacturing.

SSI merged into the Chelford Group of companies in 2000 which were later purchased by Solarsoft in 2008.

Roles: Technical Marketing Executive / Webmaster / Web Developer

Reporting to: Solutions Director 1999-2005 then Sales and Marketing Director 2005-2008.

- Microsoft Certified in 2007 (**Microsoft Certified Business Management Solutions Specialist:** Applications for Microsoft Dynamics CRM)
- Sitecore Certified in 2007 (Levels 1 & 2 Sitecore Content Management System)
- Implementation and Customisation of Microsoft CRM 3.0 for corporate group companies
- Internet Marketing campaign management
- Corporate website development and maintenance. Webmaster for the six corporate websites: <http://www.solarsoft.com> is the only one still live.
- Desktop Publishing: Marketing Collateral design and production using MS Publisher
- Web application development on the ASP platform using both VBScript and Javascript along with SQL querying databases including Access, Oracle and SQL Server. Some application development using ASP.NET. Applications developed include a comprehensive role-based intranet content management system, a project planning application, ERP applications for the manufacturing industry and mini-apps to assist with CRM and company processes
- Customer support for web-based products
- Intranet development and content management
- Web User Interface design using Dreamweaver with Fireworks
- Technical Authoring. Responsible for managing, producing and distributing company product documentation in Word, PDF and HTML formats.

Transport Research Laboratory (1995 – 1999)

Roles: Traffic and Transport Researcher / Webmaster

- Developed the SCOOT Traffic Control Website in 1997 and then subsequently maintained it through 1997-1999
- Responsible for the production and delivery of all Urban Traffic Control product documentation in both Word and PDF
- Project Manager for the SCOOT Traffic Management course
- Line Manager to 1 member of staff
- Responsible Traffic Data collection and analysis
- Developed and maintained the SCOOT product maintenance database for Customer fault reporting and fixing
- Project Bidding: Was responsible for preparing tender documentation for potential future work
- Secretary to the SCOOT Steering Committee: Coordinated and organized meetings for committee members from the Dept of Transport, Siemens, Peek Traffic Control and TRL.

SKILLS

Web Design and Development:

- Adobe Dreamweaver CS4 and earlier, Joomla CMS, MS Visual Studio 2005, Sitecore CMS, MS Sharepoint Designer, IIS 5.0-6.0

Languages:

- HTML, CSS, Javascript, VBScript, DHTML, XHTML, XML/XSL, ASP, Ajax, JQuery, PHP, ASP.NET, SQL

Sales and Marketing:

- Microsoft Dynamics CRM 3.0 , Business Contact Manager 2007, Outlook, Salesforce.com
- Email Marketing: Constant Contact, Pure Messenger, Pure 360, Polldaddy

Graphics and Video:

- Adobe Fireworks, Flash, Premiere, Captivate, Photoshop

Database Tools:

- MS Access, SQL Server 2005, MySQL, SQL Server Reporting Services

Authoring / Publishing:

- MS Office (word, excel, powerpoint), MS Publisher, Adobe Acrobat, HTMLHelp, MS Visio

TRAINING

- Flash Actionscript 3.0 (2010)
- Developing Collaboration Solutions Using Microsoft CRM 3.0, Microsoft Office SharePoint Server 2007 and Microsoft Office 2007 (Sept 2007)
- Microsoft CRM 3.0 (Sales Management, Marketing Automation, Service Management, Service Scheduling, Customising, Installing)
- Sitecore v5.3 (Level 1 August 2007, Level 2 November 2007)
- SQL Server Reporting Services (June 2007)
- Developing Microsoft ASP.NET 2.0 Web Applications (Azlan, 2006)
- The Science and Art of Effective Web and Application Design (2004)
- TROPOS Application Designer (SSI, 2004)
- Internet Information Server (IIS) 5 Administration (Quanta, 2003)
- Microsoft Visual Interdev - Microsoft Approved Course M1017 (Azlan, 2001)
- Software Internal Quality Auditing (Neville-Clarke International, 2001)
- Documentation Presentation (2000)
- TROPOS ERP System (SSI, 1999)
- MS Frontpage (Parity, 1999)
- Business Management System (TRL, 1999)
- Project Management & Financial Awareness in Project Management (TRL, 1998 & 1997)
- Presentation Course (TRL, 1998)
- MS Access Advanced (Parity, 1998)
- Report Writing (TRL, 1998)
- Visual Basic (Parity, 1997)
- SCOOT Traffic Management (TRL, 1996, 1997)
- C Programming (Parity, 1997)
- Management Training (Peter Lewis, 1996)

INTERESTS

I've have been living in Gloucestershire with my fiancé since the start of 2007. As a couple we very much enjoy movies, walking, geocaching, camping and travel.

I have numerous hobbies and interests, more than time allows for. I enjoy both 5-a-side football and 11-a-side and have played since I was able to walk. I'm a keen Tottenham Hotspur Supporter and hope one day they'll finish higher in the league than Arsenal or Man Utd.

I have a passion for Carp fishing and try to get out when the weather is good. I fish often in France as well as the UK and even run [Fishing in France Directory](#) - a free resource for French fishery owners to advertise their lakes.

Below are a couple of specimens I have caught in France in recent years:



I also build and host websites for friends, colleagues, friends of friends and one or two small businesses.