

STUART ANDERSON

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I am an enthusiastic, experienced and focussed self-starting professional with strong written and verbal communication skills, solid journalistic expertise, project management acumen and an unswerving passion for detail. I approach tasks in an innovative, creative and positive manner, I work well as part of a team and I complete projects to deadline whilst exceeding expectations. I am 35 years old.

CAREER HIGHLIGHTS, RESPONSIBILITIES & ACHIEVEMENTS

OPERATIONS EXECUTIVE (WEB OPERATIONS)

CHEIL WORLDWIDE

NOV 2012 to PRESENT

- I assist in the day-to-day management of the Samsung UK and Ireland dotcom websites. This involves liaising with multiple stakeholders to register / update products; managing external and internal design resource; uploading articles, PRs, videos and related content; designing, updating and maintaining key visuals, traffic drivers and information architecture and analytics. I also provide systems training.

ASSISTANT WEBSITE MANAGER (CONTENT / REVIEWS) MARKS & SPENCER PLC

SEPT 2009 to MAY 2011

- I assisted in the delivery of the product load of Food to Order, Flowers & Gifts, Kidswear, Lingerie and Beauty catalogues to the M&S website and ordering platforms. I achieved this through effective utilisation of offshore resource, liaising with suppliers, buying and merchandising teams and internal trading and photography contacts to ensure all products were loaded to quality standards and KPIs. I also reviewed and established product page template guidelines for these product catalogues.
- I managed the Bazaarvoice customer reviews platform for my team, ensuring effective reporting to team members, line management and departmental contacts. I liaised effectively with the legal department and external account managers to establish BAU procedural guidelines for all business units and the customer services team. I also assisted in systems training for colleagues.
- I maintained close liaison with the website traders to prepare product catalogues for promotional campaigns, including tie-ins with TV advertisements. Key updates included adding promotional messaging, whilst ensuring all products met quality standards and were reviewed prior to launch.

ASSISTANT WEBSITE MANAGER (TRADING)

MARKS & SPENCER PLC

NOV 2004 to AUG 2009

- I assisted in the management of the online merchandising of a broad range of own brand and branded Homeware, Furniture and Technology products across the M&S selling platform. I implemented and maintained the website navigation, co-ordinated and merchandised landing page layouts / designs and briefed the in-house digital production team on asset requirements.
- I assembled and analysed sales figures and website traffic data to gauge the overall effectiveness of both core trading and promotional campaigns. My conclusions were reported to line management for consultation and review, resulting in the regular remerchandising of the website to maximise customer conversion and sales via cross/upsells
- I assisted in the organisation of the online trading execution of promotional campaigns, liaising with marketing teams to ensure accuracy of messaging and supply appropriate content assets. I sourced and edited essential legal information and inputted this data to upwards of fifty thousand Homeware and Furniture products with 100% accuracy, thus ensuring the website was trading responsibly and lawfully.
- I liaised with core merchandising departments to ensure stock cover across my product catalogues, both during BAU trading and key promotional campaigns.

COMPLETE CAREER SUMMARY

Administrative Assistant / Secretarial (TEMPORARY POSITIONS) AHVLA, EXETER / Environment Agency, EXETER / NHS DPT, EXETER / County Hall, EXETER	2011 to 2012
Assistant Website Manager (Content / Reviews) Marks & Spencer Plc, LONDON	2009 to 2011
Assistant Website Manager (Trading) Marks & Spencer Plc, LONDON	2008 to 2009
Website Assistant (Performance / Content) / Website Content Manager (Trading) Marks & Spencer Plc, LONDON	2002 to 2008

FREELANCE WRITING

I contributed to the 'Track of the Day' music feature on www.thetimes.co.uk. I am a veteran reviewer and occasional feature writer for online music magazine www.roomthirteen.com and irregular reviewer and columnist for online music magazine www.musosguide.org.uk. I undertook intern work experience at Record Collector Magazine (part of Metropolis Publishing) in 2009.

ACADEMIC QUALIFICATIONS, COURSES & WORK EXPERIENCE

MA Degree - Film Studies	University of Kent at Canterbury	2001 to 2002
BA (Hons) Degree - Film Studies (2:1)	University of Kent at Canterbury	1998 to 2001
4 'A' Levels, 1 'AS' Level	Exeter College	1995 to 1998
10 GCSEs	St Peter's C of E High School / Exeter College	1991 to 1996
Writing Skills for Journalism Course	London College of Communication	2009
Editorial Work Experience	Metropolis Publishing, London	2009
ECDL Extra: Certificate in IT User Skills (ITQ)	British Computer Society (BCS)	2011

SYSTEMS SKILLS & EXPERIENCE

I am an experienced user of Microsoft Office packages, including Word, Excel and Outlook. I have a typing speed of 60 WPM. I have strong familiarity with Adobe Photoshop / Elements. I am an experienced user of content management systems and online merchandising programs, including Interworld Business Station, Ixtens Item Content Manager (ICM) Amazon Seller Central, Brightcove and Wordpress. I am versed with website metrics tools, such as Omniture and Sitestat. I am also familiar with database programs and HTML coding.

I undertook extensive primary research as part of my MA degree, which involved utilisation of microfiche, periodicals and press, internet research and traditional secondary sources.

I also have secretarial and administration experience, including telephone and in person liaison, letter writing, diary management, document scanning / filing / archiving, photocopying and postal processing.

INTERESTS

I am obsessed by music (I am classically trained in piano, clarinet and theory), cinema, literature, politics and current affairs, comics, photography, comedy and sport.

REFERENCES AVAILABLE UPON REQUEST