

MARIS HANSON

CONTACT DETAILS



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Sunderland SR3 2XU

SKILLS

- Web Development
- HTML
- CSS
- PHP
- Adobe Creative Suite
- Javascript
- Digital Marketing
- Bootstrap
- Git
- Microsoft Office
- WordPress
- Shopify
- Umbraco
- Figma
- Social Media Marketing
- SEO
- Branding

PERSONAL STATEMENT

Driven by a passion for blending creativity with technology, I am a versatile website developer, designer, and graphic designer dedicated to crafting immersive digital experiences that resonate with audiences. With a diverse skill set and a commitment to excellence, I bring a unique perspective to every project I undertake.

WORK HISTORY

July 2024 - current

Digital Marketing Specialist

Wave

As a Digital Marketing Specialist, your role involves leveraging tools like Zoho to manage and optimise marketing campaigns effectively. I am responsible for creating engaging quarterly newsletters, crafting compelling content for the website and email marketing campaigns, and ensuring consistency in brand messaging. Additionally, you focus on data-driven strategies by preparing detailed reports to analyze performance, identify trends, and refine marketing initiatives, ultimately driving growth and engagement.

April 2023 - June 2024

Campaign manager/Website manager

One of Many

As a website and campaign manager, I undertake a diverse range of tasks, from creating and updating content to optimising website performance and ensuring a seamless user experience. I am well-versed in utilising various plugins, themes, and customisations to meet the specific needs of the website and its users. Regularly monitoring and analysing website analytics allows me to identify areas for improvement and implement effective strategies to boost traffic and engagement. I am proficient in troubleshooting and resolving technical issues promptly to ensure the website operates smoothly and securely. Additionally, I am in charge of creating and producing weekly newsletters and email marketing campaigns for various retreats and products to increase sales and conversions.

April 2021 - April 2023

Website developer/Digital designer

Cox Automotive Europe

Working as a website developer/digital designer, I am involved in maintaining and designing the company's brand websites in various CMS platforms such as WordPress, Umbraco, and Craft CMS. I utilize coding languages such as PHP, HTML, CSS, JavaScript, Vue, and React for this purpose. This entails designing wireframes in XD or Figma and coding the sites accordingly.

I oversee SEO and analytics for the brand websites. My role also involves creating/designing email marketing templates using Figma and XD, which I then code within various CMS platforms such as Pardot, Mailchimp, Clever Reach, and Microsoft Dynamics.

As part of my responsibilities, I have developed the company's email signature builder

SEO and analytics.

My role also consists of managing the social media accounts, creating/designing posts, and adverts. Additionally, within my role, I am involved in designing marketing materials such as adverts for publications and website advertisements for associations

July 2013 - September 2019

Website designer/Developer/ SEO product lead

Infoserve

Working as a website designer for an online business directory company, I am responsible for creating innovative and aesthetically pleasing websites. I use a combination of coding languages such as PHP, HTML, CSS, MySQL, and JavaScript, as well as WYSIWYG tools such as WordPress, Bootstrap, Craft CMS, Magento, Shopify, and Dreamweaver.

I also utilize the full Adobe Creative Suite to design elements of the websites to meet the client's individual needs and specifications. I possess excellent knowledge of foundation platforms and Bootstrap.

Additionally, I create Google My Business pages and manage other social media platforms such as Facebook. I work to maximize our clients' social media outreach by creating posts for Facebook and Twitter. I also assist our clients with managing Search Engine Optimization (SEO) using keyword reports to improve their search ranking status.

Furthermore, I am involved in creating email marketing campaigns for Infoserve and various other clients. In addition to these responsibilities, I also undertake IT duties such as domain transfers, and I possess good knowledge of DNS settings

April 2007 – June 2013

Website developer/Graphic designer

Future by Design

At Future by Design I was involved in created graphics (such as logo design and company branding materials like leaflets and flyers). I also designed websites (ranging from the development of full websites to assistance with designing various elements, and website maintenance), and marketing (including SEO analysis and development, as well as affiliate marketing).

I have also branch out into 'App design,' collaborating with a contractor/design partner who handles the graphics while I focus on programming various apps, primarily puzzle and strategy games.

March 2013 - April 2013

Warehouse operative

Clipper Logistics

At Clipper, I was part of the team that helped to launch the Morrison's clothing range. I was responsible for managing stock and processing orders for picking to be delivered to the supermarkets.

January 2001 - January 2007

Retail assistant

Various Retail Jobs

Throughout my employment history, I have held a variety of retail roles, ranging from a Sales Assistant in the Gift Department of Harvey Nichols to a Cashier at my local Homebase branch. All these roles have allowed me to develop numerous transferable skills such as sales, customer service, display management (which helped spark my creative interest and attention to detail), and professionalism skills (such as communication, organization, and time management, etc.). Additionally, as the roles heavily involved handling money and stock control, it was here that I gained skills in these areas as well.

June 2004 - August 2004

Camp counsellor/Sports coach

Camp America

Being a Camp America Counselor required me to work with children aged 6 to 12 years, teaching them sports and various life skills, and primarily acting as a role model and supervising them over the summer course. This involved a lot of active work, necessitating high energy and spontaneity, including the ability to develop ideas for activities and educational games to entertain and teach the children.

As a 'specialist sports counselor,' I was required to have a certain level of knowledge in sporting activities (including archery, basketball, fishing, and football), coaching skills to tutor the children in an engaging way, and the right attitude and enthusiasm to keep them engaged in the activities.

May 2000 - May 2001

Fitness instructor/Programs advisor

Camp America

As a Fitness Instructor, I had the opportunity to put my Sport Science Diploma to good use and to expand the knowledge I gained while in college. The role encompassed advising, supervising, and evaluating several activities taking place in the gym.

Due to the nature of the role, a significant focus on health and safety was important. Additionally, knowledge and the ability to understand the clients were required, as part of the role involved developing personal training plans tailored to their needs. This demanded excellent organization and communication skills on my part to produce the plans in a professional and timely manner, and then to convey this information to the customer and teach them the benefits of the plan.

EDUCATION

January 2007

Diploma in Website development

Open University - Leeds

January 2003

Btec National Diploma in Sport Science

Thomas Danby College - Leeds

January 1999

9 GCSE'S C grades

Allerton Grange High School - Leeds

CUSTOM SECTION

portfolio available on request

REFERENCES

References available upon request