

JOSEPH PATTERSON | DIGITAL MEDIA

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PROFILE

I am a hard working and dependable individual who enjoys working in a collaborative environment but also have the necessary skills to work independently. Energetic, motivated and dynamic I can work with a high degree of professionalism that reflects skills, ethics and knowledge gained through experience. I maintain attributes such as accountability, adaptability, and being able to take initiative, communicate and problem solve. I have knowledgeable, experience and qualifications within the realm of digital media and statistical analysis and am always looking to further and gain new skills. I feel I offer fresh and innovative input and revel in creative problem solving while maintaining a strong technical competence and keep up to date with the latest developments in a industry of which I am highly passionate for.

CURRENT EMPLOYMENT

// iCrossing ltd - Natural Search Analyst - May 2009 - Present

iCrossing is a world leader in search engine optimisation and in my current role I provide technical consultancy to clients on all aspects of SEO including key areas:

- / Keyword research using a suite of tools
- / Comprehensively research and analyse competitor websites and search results pages
- / Produce and implement back link strategies
- / Internal link optimisation
- / SEO technical analysis and evaluation
- / Identify website architecture problems and recommend best practice solutions
- / HTML and CMS optimisation
- / Analyse the number of visitors to a website and their activity on the site using web analytics software
- / User experience, accessibility and information architecture

FURTHER EMPLOYMENT EXPERIENCE

// Furniture Centre - Nov 2008 - May 2009 // www.furniturehut123.co.uk //

Contracted for a six month duration on site I was responsible for the development of three E-Commerce websites for a Brighton based furniture company. Responsibilities included:

- / Web designer/developer: Design, development and deployment of CMS based sites. Including design of product catalogues and databases for both back end and stock management system. Populating data to web via customised dynamic CSV files.
- / Administrator: Ongoing administration of sites including processing of sales, Protex functionality, FTP scheduling and import/export procedures. Remote access for sites, email exchange and delivery tracking functionality.
- / Graphic designer: Design and implementation of web graphics, complete re-brand of company graphics and logos, store signage, clothing, vehicle signage and stationary for print.
- / SEO & Marketing: Onsite optimisation and pay-per-click campaigns with Google and local advertisers. Build of customer database and strategic integration with POS and retail systems. Design and delivery of monthly mail-shots.

// Brighton TV - July 2008 - Nov 2008

Working in television post production house. Including use of HD systems, online/offline editing facilities, duplication and quality assessment. Use of Avid systems, Final cut suites and facilities booking systems.

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// **Business Analyst, Lloyds TSB - July 2005- March 2007**

Responsible for analysing inbound call levels and help to identify problems and propose solutions. My main role was to manage real-time call flows using lucent systems and forecast future data volumes and delicate staff appropriately, providing support to operational managers. I was also responsible for designing and delivering a optimised statistical data system for the bank with dynamic integration to the companies internal intranet. Day to day duties included compiling statistical data to strict deadlines and reporting forecasts to senior staff.

CURRENT FREELANCE WORK

// Yamama (www.yamama.co.uk) - Jan 2009 - Present

Build of small E-Commerce clothing store for client. I was responsible for company branding, photographic and graphic design/manipulation, PPC, mail-shot marketing and website build. The site has successfully gained an online presence with good ROR and also local distribution to Brighton based boutiques. The brand also featured at a notable london fashion show.

EDUCATION

// University of Brighton, Brighton - Digital Media Development Bsc, 2007-2008

// University of the Arts, London - Digital Media Production Ba, 2003-2004

// Northbrook College, Worthing - Media Arts ND, 2002-2003

// Northbrook College, Worthing - Music Technology ND, 2001-2002

// Varndean College, Brighton - Information Technology GNVQ, 2000-2001

// Dorothy Stringer, Brighton - GCSE x11, 1996-1999

KEY SKILLS

// **Web:** Google Analytics & Adwords // Joomla, Drupal, WP, Dreamweaver, Golive // HTML , CSS , JavaScript (basic)

// **Design:** Photoshop, Illustrator, Indesign, Flash, Quark, Fireworks, Lightroom, Aperture, Photomatix, Final cut, Avid, Premier

// **Management:** MS Office, iWork, MS CRM, Retail Systems, Qmax, Lucent

// **Professional:** Adobe Photoshop CS3 Certified // Adobe CS2 Suite Certified // BSC Member // Full UK Driving License

PERSONAL

I am a keen photographer and enjoy experimenting in both digital and film mediums. I also have a passion for cinema with a love for film and documentaries.

REFERENCES

Jack Reynolds (Head Technician, BrightonTv) // Phone: 07935068069 // Email: jack.reynolds@brighton.tv

Raymond Buckley (Director, Yamama) // Phone: 07878722699 // Email: ray@yamama.co.uk