

Tom Harding

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Personal profile

I am a strategy-driven marketer, based in the digital field. I have been successful in delivering multi channel solutions to clients to help them achieve their marketing and sales goals.

I have worked in a number of different industries, in large-scale corporate and small-business environments which has given me a great insight into what drives different types of businesses.

I have an in-depth knowledge of web technologies and can clearly communicate to clients how different solutions can best meet their needs.

As a highly motivated and passionate person, I have built and maintained strong working relationships and am experienced in working with cross functional teams and aligning activities across different work streams.

I have recently moved to New Zealand from the UK. I currently hold a two-year work visa and I am in the process of applying for permanent residency. I am looking to bring my varied set of skills to the New Zealand workforce.

Key skills and competencies

Client Management

- Building strong, trusted relationships from first interaction and winning business
- Creating a roadmap for the business relationship and setting mutual business goals
- Gathering and prioritising client requirements
- Managing expectations on deliverables and timings

Creative and Strategy

- Determining strategic direction for client's campaigns and identifying target audiences
- Defining the message and tone of material
- Writing copy for web from client's original content
- Producing engaging content and marketing materials such as product photography or videos via third parties

Web technologies

- Building client websites using popular frameworks and implementing latest web standards
- Production and sending of EDM campaigns with targeted messaging
- Implementation and reporting of web analytics
- Connection with client CRMs and third party APIs

Data Analysis and Reporting

- NPD including production of financial business cases
- Database analysis of customer base to identify opportunities and risks

Supplier Management

- Management of day to day relationship and communication of business needs

Work history

Technical Director @ Jolly Good Show Creative

April 2014 – May 2017
Glastonbury, United Kingdom

Key Accountabilities

- Working with clients to develop their digital and offline presence
- Defining and developing brand and communication strategies
- Building CMS based websites, online portals, producing and sending EDM, implementing SEO
- Producing online and offline content, marketing materials and physical props for use in sales activities and communications campaigns
- Developing Jolly Good Show as a business through new clients and through new services
- Day to day running of a small business – finance, strategy, supplier management

Key Achievements

- Brought to life a new brand strategy for one of the top 10 cider producers in the UK
- Simplified and defined the brand strategy for a confused, multi-faceted charity into a cohesive offering across departments
- Built a new E-commerce enabled website for an events-driven charity instantly improving ticket sales and visibility of their events
- Built an 8-foot-tall catapult to fire cans of cider over 120m through the air for a social media campaign

Web Developer @ Self Employed

March 2012 – April 2014
London & Glastonbury, United Kingdom

During this time I retrained via pro-bono work and self-education to follow a career in digital marketing and web development, gradually taking on paying clients and expanding projects

Key Accountabilities

- Building CMS based websites, producing and sending EDM, implementing SEO

Key Achievements

- Built a website for a Think Productive, a multinational company to integrate 5 countries' sites within a linked structure and uniformed template to improve cross-country brand unity and working efficiency. This client moved with me to Jolly Good Show.
- Produced a website and social media campaign content for a pop-up event start-up

Solar Marketing Advisor @ Self Employed

March 2010 – March 2012
Glastonbury, United Kingdom

Key Accountabilities

- Managing the changes in governmental regulations and supplier offerings in a rapidly changing industry
- Producing up to date online and offline marketing materials in line with regulatory changes
- Producing pricing matrix spreadsheets for costing jobs
- Forecasting and management of budget

- Onsite client meetings to sell solar energy systems
- Stock management and ordering
- Registration of customer's systems with government agencies and power companies

Key Achievements

- Increased turnover of a small solar installer from £40k p.a. to over £500k p.a.
- Educated a small workforce on the communication strategy for talking to clients about solar products
- Spoke at community and industry events about the positive impact of solar energy

From 2000 to March 2010 I worked at Easynet, a telco, bought out by SKY in order to create their broadband offering. Throughout my time at Easynet I progressed through the company taking on different challenges over six different roles.

Assistant Product Manager @ Easynet

October 2008 – March 2010
London, United Kingdom

Key Accountabilities

- New Product Development and management of the product lifecycle
- Gathering and prioritising the requirements for both the customer and the business within the scope of the product
- Client base management
- Creating new company workflows to tie together sales, provisioning and support of technical service products
- Developing marketing materials and planning strategy for communications
- Creating a training plan and setting up a support structure within an existing operational department

Key Achievements

- Successfully launched a B2B firewall service with VPN capabilities to SME sized businesses, the product was then offered to large scale corporate customers.
- Ran an end-of-life campaign on an email and web product that removed over 10,000 unprofitable customer's services, and resulted in a large upsell of services to those customers

Other Easynet Roles:

Business Analyst: July 2007 – October 2008; **Support Project Coordinator:** August 2006 – July 2007; **Senior Broadband Engineer:** July 2005 – August 2006; **Broadband Internet Field Engineer:** 2002 – March 2004; **Broadband Internet Support:** 2000 – 2002

Qualifications

1996 – 1998 @ Strode College, Street, Somerset, UK
3 A Level passes

1991 – 1996 @ St Dunstan's School, Glastonbury, Somerset, UK
9 GCSE passes

**Personal interests
and activities**

- I enjoy exploring the outdoors, whether on a bike, a snowboard or out with Buster, our 4-year-old beagle
- Love of books, I can't keep away if I spot a book fair or second hand shop.
- Self education – I'm often on the lookout for a new skill. I'm currently teaching myself 3D modelling and computer controlled woodworking.

References

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