

Adam Knight

Web Design | Digital Projects | Content Management | Digital Marketing

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Specialisms

Website creation & management | Content management | Campaign management | SEO strategy | Digital change management | Web & digital marketing strategy | Project management | Social media marketing | Email marketing | Marketing automation | Reporting & analytics | Graphic design (digital & print) | Agency relationship management | Event organisation & management (Commercial, charity & community) | Sound engineering | Voice-over, music, video production

Technical Expertise

Content management systems (WordPress, Episerver, TradeIT) | Email deployment platforms (Adestra, Responsys, Silverpop, Mailchimp) | Graphic design/publishing software (Adobe CS) | MS Office suite | Analytics & reporting platforms (Google Analytics) | Working knowledge of HTML, CSS, JQuery | CRM (SITS E:Vision, Sage) | Audio/video production software (Logic Pro, Premiere Pro, After Effects, Wavelab)

Assignment History

Freelance - JUN 1999 – PRESENT (Part & Full Time)

Web Designer - Digital Marketer - Graphic Designer - Events Coordinator - Stage Manager

KEY SKILLS & RESPONSIBILITIES

- Website builds & content management projects for various clients
- Implementation of SEO strategy, Google Analytics management, reporting for various clients
- Set-up & management of marketing databases, social media, campaign strategy for various clients
- Digital design (screen and print) for various clients
- Charity/community/festival events planning & stage management
- Live music event production/hosting/compering/performing/sound engineering
- Provide voiceovers for various clients

KEY PROJECTS

- Design, build and manage website for international shoe designer, Paul Bodill (in action)
- Design, build and manage ['Freeform Therapy'](#) website (2022)
- Design and deploy social media collateral and campaigns for Fleetwood Mac (2022 – in action)
- Design, build and manage website for renowned Fleetwood Mac tribute band ['Fleetwood Bac'](#) (2022)
- Design, build and manage website for top UK blues band ['Matt Pearce & The Mutiny'](#) (2022)
- Guilfest Acoustic Stage 2014 - 2022 (stage manager, sound engineer)
- Develop full website SEO strategy for 'Sian Johnson' (2022)
- Develop and execute all digital marketing activity for 'Sian Johnson' (2021 – in action)
- Design, build and manage ['Adapt+Flow'](#) website (2021)
- Design and build ['Julia K'](#) website (2021)
- Sweethomefest 2015 - 2022 (organiser, sound engineer)
- Design and build 'Vermilion Road' website, plus rebranding (2017)
- Worpfest 2012 - 2015 (organiser, sound engineer)
- Design, build and manage 'Surrey Auto Works' website (2014)

St George's, University of London – MAR 2022 – OCT 2022

SITS CRM Specialist & Implementation Lead (Contractor)

KEY SKILLS & RESPONSIBILITIES

- Define a project roadmap for CRM implementation and adoption
- Drive and coordinate the rollout of CRM across core functions
- Capture business process and adoption feedback to enhance user and customer experience
- Monitor and report rollout progress, manage risks and initiate appropriate corrective actions
- Create a how-to manual for key CRM processes
- Organise updating of privacy policies and other key regulatory documents
- Coordinate a plan for long term governance of the system

KEY PROJECTS

- CRM Migration project; AKERO to SITS E:Vision
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The University of Law - MAR 2019 – JUN 2020

[View my online contract case study](#)

Content Population/Migration Lead - Web Editor - IA Designer (Contractor)

KEY SKILLS & RESPONSIBILITIES

- Own/Manage new EpiServer CMS environment
- Manage all content migration/population, including implementation and design of new IA
- Design and implement content naming convention and folder structure
- Manage beta testing process and subsequent bug fixes
- Project management support, including liaising with external agencies and key stakeholders
- Comprehensive CMS training for the in-house staff
- Co-ordinate content changes to current site

KEY PROJECTS

- Website redesign; multi-agency £700,000 project (Brand42, Blue Array)
 - 'My Faculty' - Compile and deploy full academic staff enhanced database (all tutors, all campuses)
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Motolegends - OCT 2016 – NOV 2018

Digital Marketing Executive - Web Manager (Contractor)

KEY SKILLS & RESPONSIBILITIES

- Own/manage all web content across multiple platforms
- Manage creation of all marketing and web collateral
- Manage email marketing and social media activity
- Provide multi-channel, multi-platform reporting
- Manage E-Commerce department (including one direct report)
- Own/manage all digital content using TradeIT CMS (RED Tech)
- Plan/implement campaign strategy and data segmentation

KEY PROJECTS

- Redesign website front page and develop custom product section
- Develop, design, and deploy weekly company newsletter (digital)

RDT - APR 2014 – JUN 2016

Digital Marketing Executive (Contractor)

KEY SKILLS & RESPONSIBILITIES

- Design/manage creation of all marketing collateral (Adobe CS)
- Manage social media channels and email marketing platform
- Manage, maintain, and update company website (WordPress)
- Manage company involvement in events/industry conferences
- Manage relationship with multiple outside agencies

KEY PROJECTS

- Data cleansing, segmentation, database creation and email platform implementation
 - Company blog planning, design, creation, and management
 - Quarterly company newsletter design and creation (print and digital)
 - Collateral and website re-brand project
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Regus - JAN 2012 – MAR 2014

CRM Technical Delivery Executive (Contractor)

KEY SKILLS & RESPONSIBILITIES

- Own email marketing platforms (Responsys & Silverpop)
- Develop, implement, and provide QA for all email marketing campaigns
- Manage all data selection and delivery, liaise with external data agency
- Manage all hosted marketing content (40 languages, 100 countries)
- Liaise with various creative/copy writing/translation agencies
- Produce campaign level reports for various global marketing managers
- Creation of dynamic data-driven email marketing templates

KEY PROJECTS

- Country/Language global data reclassification project
 - Opt-out/sleep landing page project
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Personal Summary

I have been working as a freelance web designer, content manager and digital marketing specialist for over twenty years, with over ten of those years as a contractor in dynamic SME and corporate business environments. With experience in both B2B and B2C settings, in a diverse range of industries including E-Retail, Insure-Tech, Education, Business Services, and the Music Industry, I offer a one-stop end-to-end, full-mix service.

I am a technically minded adaptive person who provides a dynamic link between web/marketing creative design, social campaign administration, marketing automation, and content/data management. I consider myself an ethical marketer, with quality at the core of what I do.

Education

2012-13: Silverpop Training (London) - Certified Engage email deployment user - 16 manufacturer led modules - 7 independent course modules

1997-99: George Abbot 6th Form College (Guildford) - A & A/S Levels - 3 x A-Levels (including economics & art) - 1 x A/S-Level (maths)

1995-97: George Abbot School (92-97) - GCSE's - 7 A-C (including maths and English)