



Gary Cheers

I'm an enthusiastic, highly sociable team player with an extensive background in delivering robust & successful digital solutions and strategies.

I have an extensive, deep-rooted strategic and technical understanding of how digital solutions can positively impact organisations when delivered effectively using all current best practices and bleeding edge creativity and innovation.

My knowledge and experience encompasses the full delivery lifecycle. From initial strategy and scoping onto the creation of highly intuitive and engaging experiences built upon fit for purpose technical architecture and security. I am passionate about positive transformation, data analysis, conversion & growth.

I have been heavily involved with digital for over half of my lifetime and have successfully planned, managed and delivered over 50 medium to enterprise level projects delivering significant, measurable success to all.

Digital Solutions & Technical Delivery	25yrs
Digital Project Management	25yrs
Digital Marketing (SEO/PPC/Social)	20yrs

Suitable Roles

Seeking ideal opportunities that will continue to challenge and exploit my full skillset. Most likely a Senior Digital Analyst or Executive Role.

Such roles may include:-

- Digital Business Analyst
- Ecommerce Business Analyst
- Ecommerce Delivery Manager
- Ecommerce Optimisation
- Digital Delivery Manager
- Digital Project Manager
- Digital Product Owner
- Digital Strategy

I have detailed understanding and experience in relation to most I.T. and digital marketing principles. However, I do not want to pursue roles which focus primarily in the the following areas at this time:-

- Website Development (As Developer)
- Digital Marketing Executive
- SEO / PPC Marketing
- Systems Admin
- 3rd Level I.T. Support
- Cyber Security Consultant

I have no objections to utilising some of my knowledge in these areas to support me in any new role.

Personal

General Information

- British National (Welsh)
- Full UK Drivers License

Contact

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- www.netsultant.co.uk

Education

Bangor University

BSc
Mathematics

Ysgol Maes Garmon

- *A-Level*
Mathematics & Extended Mathematics

AO-Level
Mathematics

GCSE
English, Mathematics, Welsh, P.E, Physics, Chemistry, English Literature, CDT and Business Studies

Career Highlights

Aug 2018 - Present

Commercial Delivery Manager

Fisheye

www.fisheye.co.uk

Primarily responsible for supporting Fisheye's Magento 1 & 2 ecommerce customers with their digital ambitions. I have played a key role in clarifying the commercial objectives of our merchants and their customers and supported them in their mid to long term digital growth strategies. By combining creative and technical innovation, UX and conversion optimisation, SEO and digital marketing strategies, I have overseen and supported significant growth across a number of verticals. In virtually all instances, decision making has been driven by thorough data analysis and risk assessment. Performance has also been closely monitored throughout by utilising a range of analytical tools.

May 2012 - Aug 2018

Technical Director & Project Manager

Brave Agency

www.brave.agency

Brave are an extremely busy and highly talented design agency. I have devised and overseen the development & delivery of a diverse range of very challenging digital projects. I have extensively streamlined operations in my time there by implementing a number of new systems and processes to make the entire operation more agile, efficient, robust and secure. I have also outsourced some specialist work.

I am also required to dialogue regularly with clients, to understand and interpret their requirements and also properly manage their expectations. I also have to interpret conceptual ideas, later converting these into proposals, technical documents, solutions, quotations and schedules.

May 2003 - Jun 2011

Technical Director

Unlocking Online Ltd

www.unlockingonline.com

Project Manager of 6 offshore developers for one of the largest and most reputable providers of unlock codes for mobile phones globally. Set up the company in 2003 and took it from strength to strength as Technical Project Manager.

Grew the business from a single website developed single-handedly over a period of 6 months which turned a profit in its first month to a full enterprise system supporting several websites and servicing thousands of customers each month and with a peak turnover of £500k pa.

Aug 2002 – Nov 2003

Digital Consultant / Technical Project Manager

Netsultant

www.netsultant.co.uk

Self-employed Digital & Technical Consultant for a number of private companies.

I strategically and technically planned and then project managed the development of some large & complex bespoke websites during this time.

I quoted and managed budgets with various third party suppliers and ensured that all collaboration and communication ran smoothly throughout.

June 2000 - Nov 2001

Technical Director

GG.COM

www.gg.com

Primarily responsible for the continuation and delivery of GG.COM. Strategy, planning & management of the project up until launch on June 9th 2001.

Throughout this time I regularly liaised with strategic partners on the delivery of groundbreaking technical solutions.

Also regularly involved at boardroom level with the business strategy of three separate companies. The GG.COM website was highly commended and received positive industry wide reviews once live resulting in us being approached by some very large betting companies wanting to strike commercial partnerships almost immediately after launching.

Remarkably, I advocated the domain name purchase for \$42,000 in 2000 by persuading the stakeholders to do so. It was later sold in Dec 2015 for [\\$2.6M](#)

[More Career History Online >](#)

Relevant Skills

Digital Solutions / ecommerce

- Digital Project Management
- Project Scoping & Strategy
- Creative Design / UI / UX / Wireframing
- Web Application Development & Security + PCI / DSS
- Magento & WordPress Development (extensive)
- Bespoke Web Development (API's Payments etc)
- QA / User Testing & Planning
- Technical SEO
- Website Conversion Optimisation
 - ◆ A/B + A/B/n Testing & Analysis
 - ◆ UI / UX Testing & Analysis
 - ◆ Google Optimize, Optimizely, Hotjar, Crazyegg
- Enterprise Level Web Hosting
 - ◆ Virtual /Dedicated / Cloud
- ERP / Business Management Integrations
 - ◆ Brightpearl / Khaoscontrol / Greentree / ServiceM8 + more

Digital Marketing

- SEO - Onsite & Offsite (Considerable)
- Content Marketing
- Google Analytics (Expert)
- Google Adwords Setup & Management (Considerable)
- Digital Marketing Tools (Some of)
 - ◆ SEM Rush
 - ◆ Search Metrics
 - ◆ Unamo
 - ◆ Majestic SEO
 - ◆ Screaming Frog

I.T. Management

- Domain Name Management
- Systems & Server Architecture
- Enterprise Network Management
- Servers / Desktop / Laptops
- Routers / VOIP Systems / Firewalls
- Virtualisation - Xen
- Email Management
- Web Application Firewalls

Interpersonal Skills

- Highly Sociable Team Player
- High Standard of Written English
- Articulate Communicator
- Good Mentor & Tutor
- Strong Presentation Skills
- Well Organised
- Good Delegator
- Advocate of Team Empowerment & Team Appraisals
- Ability to demystify complex technical scenarios and problems and explain them clearly to non-technical people and stakeholders.
- Conflict Resolution (Client or Team)

Other Skills

- Creative, innovative thinker
- Excellent problem solver
- Strong Advocate of:-
 - ◆ Solid research & evidence based decision making
 - ◆ Developing convincing strategy
 - ◆ Simplification & Automation
 - ◆ Measuring & analysing progress & results
- Brand Creation, Strategy & Development
- Inbound Marketing Strategies

[More Skills Information Online >](#)

Portfolio Highlights

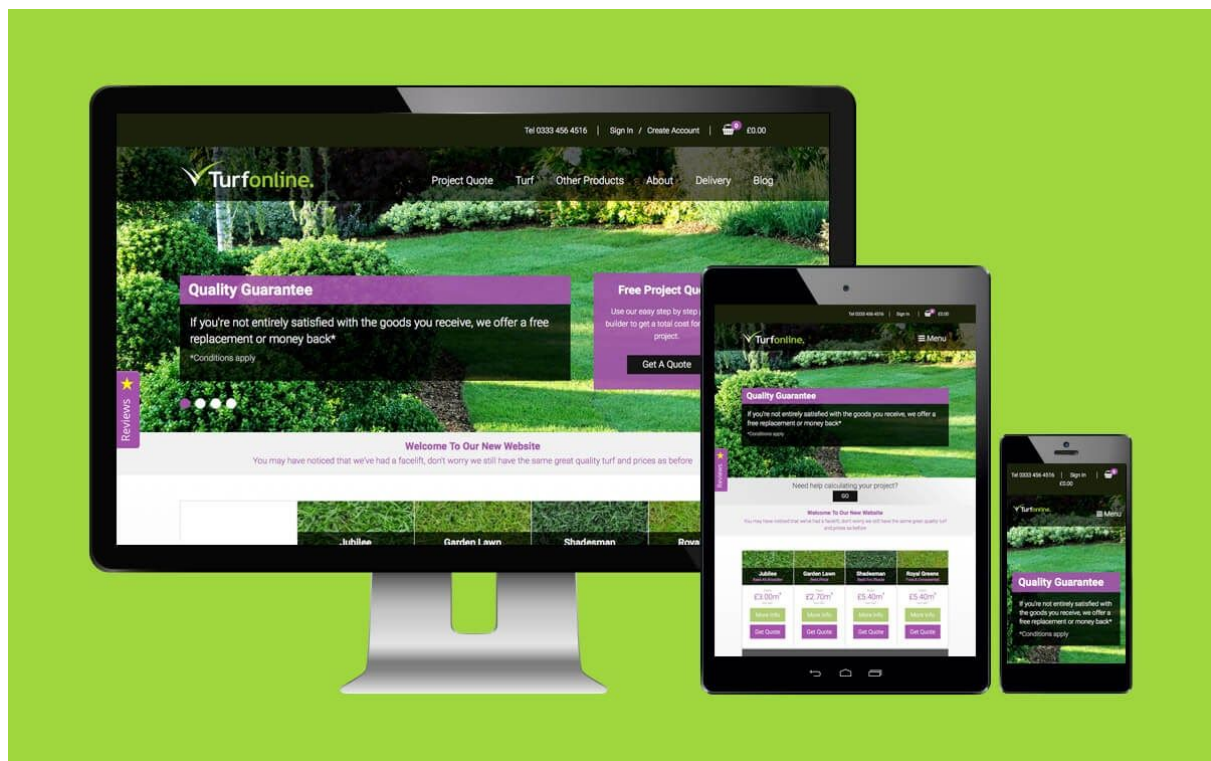
Harrowden Turf

www.turfonline.co.uk

Digital Project Manager overseeing and managing a steady stream of new developments at any one time for the UK's biggest supplier of Turf online.

I am currently working closely with Harrowden Turf to optimise the user experience on both desktop & mobile to improve conversion and utilising user data analysis to support our decision making.

- Strategy & Planning (Continuous)
- Creative / UI / UX Design
- Continuous Software Development (Magento +WordPress)
- Analytics & Technical SEO
- Server Optimisation & Management
- 3rd Party Integrations (API)
- Conversion Optimisation + A/B Split Testing
- Performance Analysis



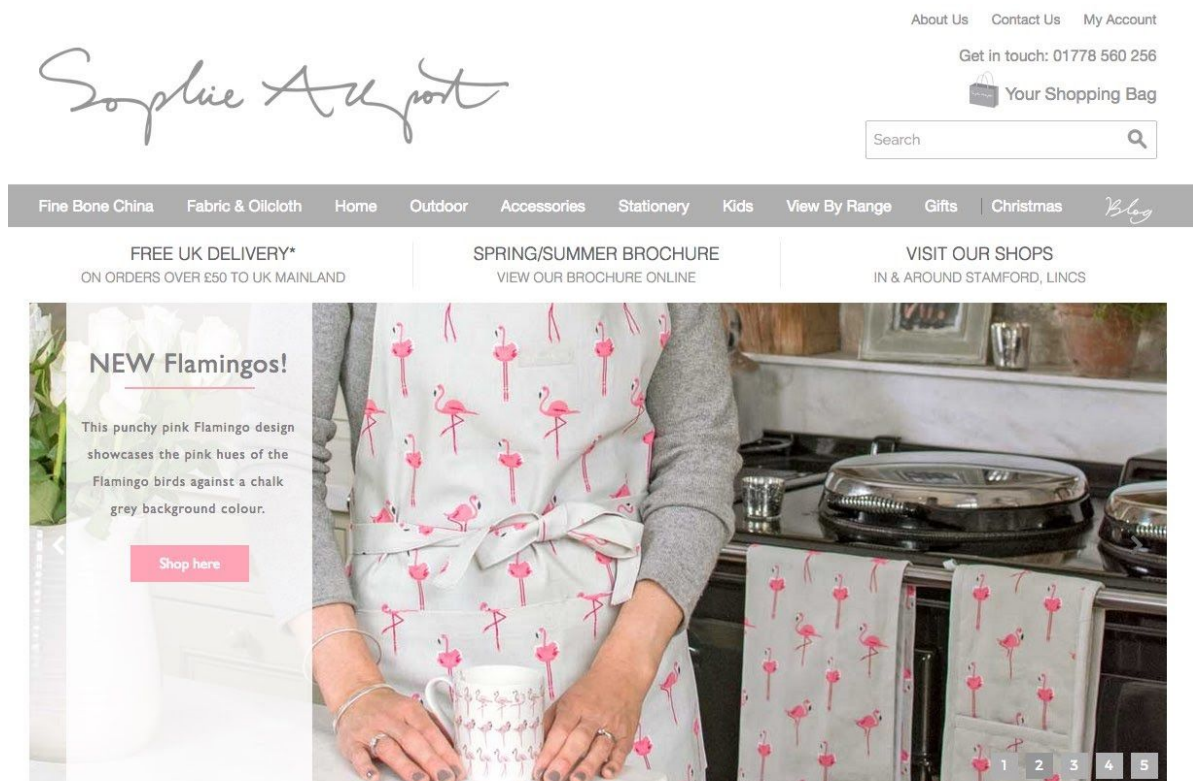
Sophie Allport

www.sophieallport.com

Instrumental in the recent acquisition of this client. A well known household brand currently experiencing incredible growth both online and offline.

Carried out full, detailed technical and analytics audits along with SEO audits to put forward a six month proposal and roadmap to address a number of concerns which will address and optimise the hosting, software platform, inherited bugs, UI / UX enhancements and a significant number of technical SEO issues. Ultimately to improve overall engagement and conversion.

- Full Technical Audits & Reporting
- Preparation & Presentation & Roadmap Planning
- Creative / UI / UX Design
- Continuous Software Development (Magento)
- Analytics & Technical SEO
- Server Migration, Optimisation & Management
- 3rd Party Integrations (Khaos Control)
- Conversion Optimisation + A/B Split Testing
- Performance Analysis



*recently inherited - Brave Agency Redesign in progress

Ecigarette Direct

www.ecigarettedirect.co.uk

Digital Project Manager overseeing the continuous development of one of the market leading ecommerce websites for electronic cigarettes in the U.K.

Recent developments included a highly complex and challenging integration with Experian to comply with new legislation relating to Age Verification.

More recently, I have been working on an upcoming redesign and a number of new developments to optimise conversion. I expect these to uplift conversion by a significant margin.

- Strategy & Planning
- Creative / UI / UX Design
- Continuous Software Development (Magento +WordPress)
- Analytics & Technical SEO
- Server Optimisation & Management
- 3rd Party Integrations (API)
- Conversion Optimisation + A/B Split Testing
- Performance Analysis



Universal Biologicals

www.universalbiologicals.com

Digital Project Manager responsible for the strategy, planning and delivery of a re-designed large scientific ecommerce website with a catalogue consisting of 30,000 products.

The size of the catalogue on this project has presented particular challenges. However, by developing a highly bespoke product import application I have significantly streamlined a process which now takes a fraction of the time for the website administrators.

- Strategy & Planning
- Creative / UI / UX Design
- Continuous Software Development (Magento)
- Server Optimisation & Management
- Bespoke Application Development
- Analytics & Technical SEO
- Conversion Optimisation
- Performance Analysis



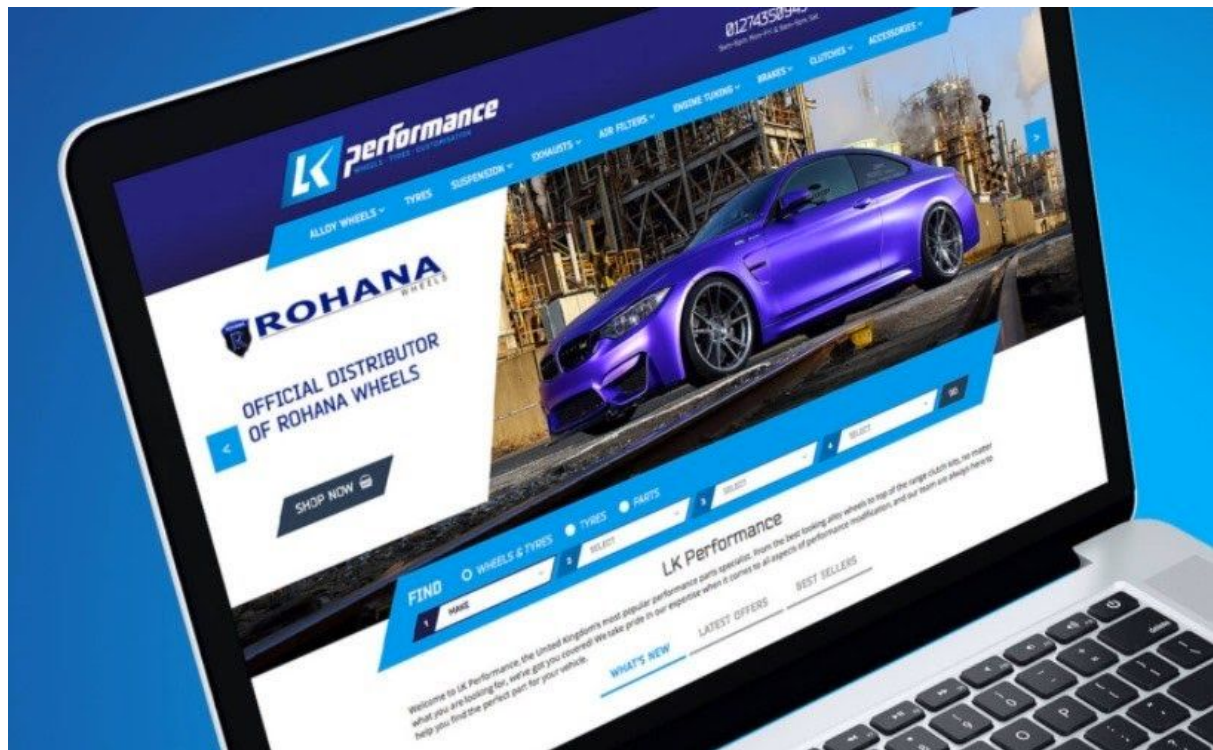
LK Performance

www.lkperformance.co.uk

Digital Project Manager overseeing the inheritance, strategy, planning and delivery of a much improved and upgraded website primarily focussed on the sale of alloy wheels.

Since taking on the project, we have significantly re-engineered the database architecture to fully support the demands of an incredibly complex product type and significantly updated the front-end UX to improve conversion.

- Strategy & Planning
- Creative / UI / UX Design
- Bespoke Digital Development (Laravel)
- Continuous Software Development
- Server Optimisation & Management
- Bespoke 3rd Party Integration (API with MAM)
- Analytics & Technical SEO
- Conversion Optimisation
- Performance Analysis



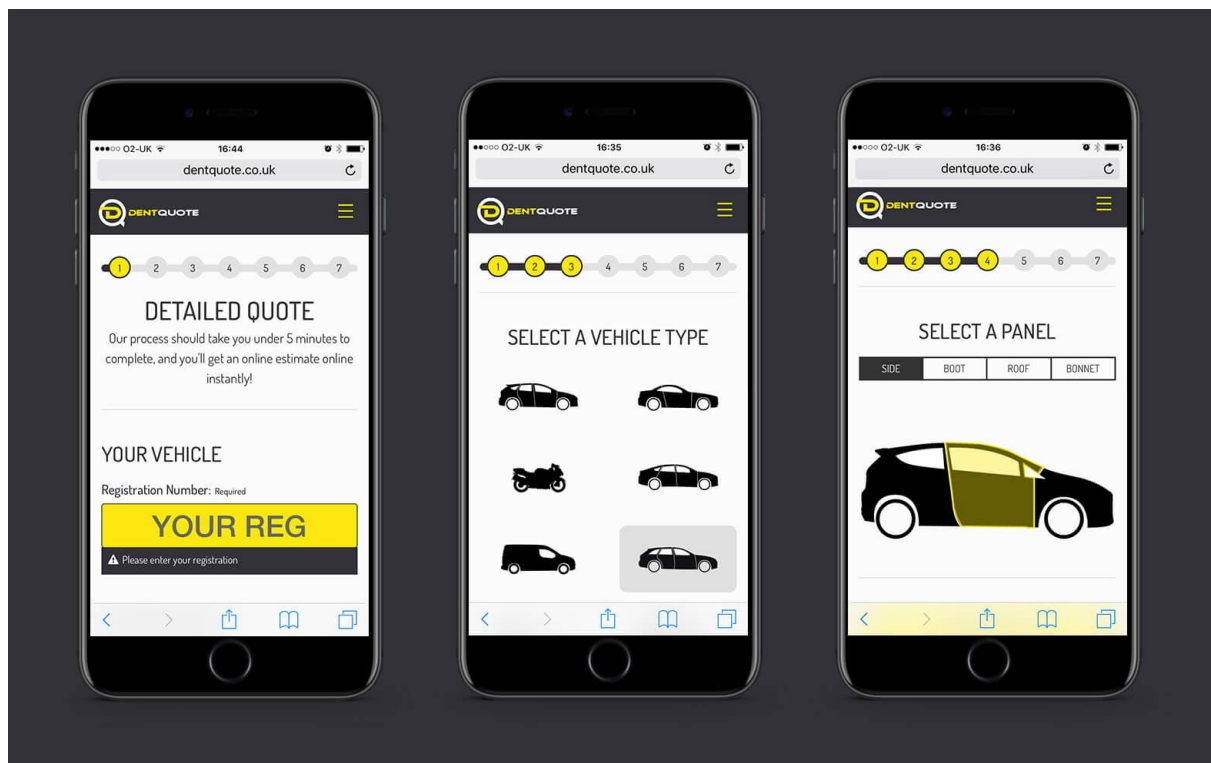
Dent Quote

www.dentquote.co.uk

Project Manager overseeing the conceptual planning and ultimate delivery of a sophisticated, innovative and technologically challenging dent quotation system for vehicles supported by a carefully considered, highly intuitive mobile friendly UX.

This was a ground-breaking idea for an existing client that I had been successfully working with for several years and involved an attempt to take PDR (Paintless Dent Removal) to the masses.

- Strategy & Planning
- Creative / UI / UX Design
- Bespoke Digital Development (WordPress)
- Server Optimisation & Management
- Bespoke 3rd Party Integration (ServiceM8 via API)
- Analytics & Technical SEO
- Conversion Optimisation
- Performance Analysis



Hako (UK)

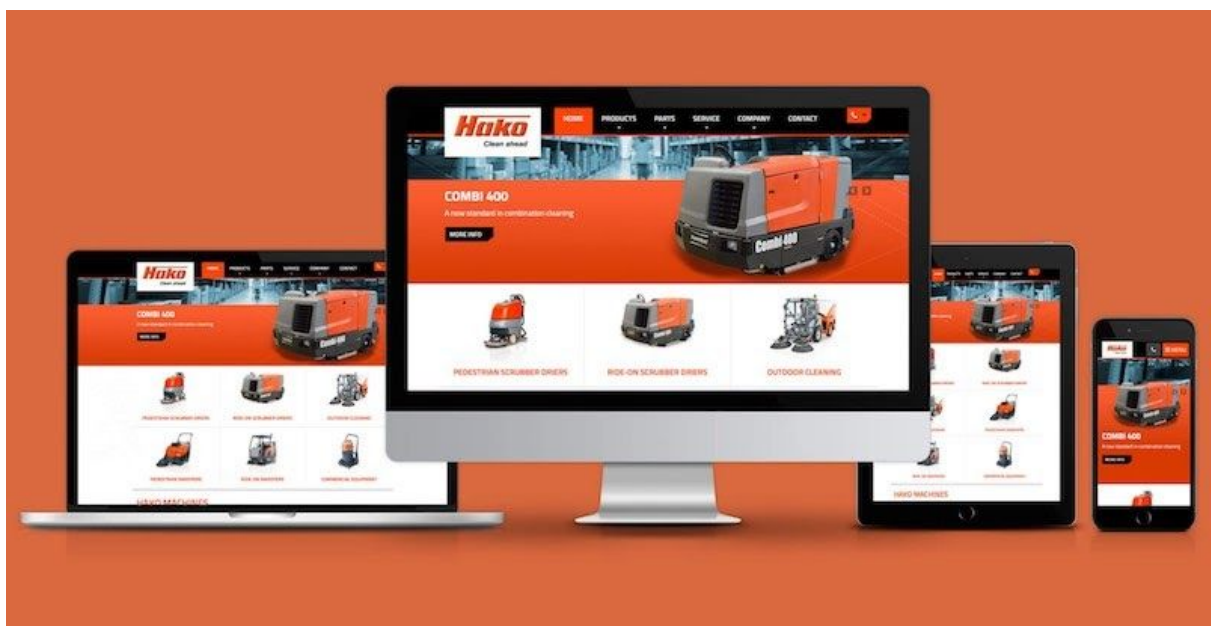
www.hako.co.uk

Digital Project Manager overseeing the planning, delivery and overwhelming success of new corporate website showcasing premium cleaning equipment.

Digital presence taken from inception to completion and executed with significant success.

More recently, we have been working on a after sales parts store running on Magento which integrates with SAP to ensure stock levels and prices are accurately presented on the website.

- Strategy & Planning
- Creative / UI / UX Design
- Bespoke Digital Development (WordPress + Magento)
- Server Optimisation & Management
- Bespoke 3rd Party Integration (ServiceM8 via API)
- Analytics & Technical SEO
- Conversion Optimisation
- Performance Analysis



Stanwick Lakes

www.stanwicklakes.org.uk

Project Manager overseeing the conceptual planning and ultimate delivery of a powerful WordPress website for a local charity and popular visitor attraction.

Supported and managed the upgrade of a very popular but faltering website to offer the ability to book events online whilst providing a new, much improved and optimised mobile experience to a very demanding audience.

The website has been incredibly well received.

- Strategy & Planning
- Creative / UI / UX Design
- Bespoke Digital Development (WordPress)
- Bespoke Event Management System (Event Espresso)
- Server Optimisation & Management
- Analytics & Technical SEO
- Conversion Optimisation
- Performance Analysis



[More Project Managed Digital Solutions >](#)

Thank You

for taking the time to read my C.V.

Please take the time to review the slightly different digital version at:-
www.netsultant.co.uk

Looking forward to my next big challenge

Gary Cheers