



ADAM J. UNDERHILL

Creative Director

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OVERVIEW

I have successfully operated a small marketing and design agency for over 8 years and as a business owner I have the proven ability to manage my own workload with minimal supervision, whilst working alongside partners and colleagues, and proficient with both the strategy and the execution of significant tasks. I have an incredible technical and practical understanding of Windows and the entire Microsoft product suite, knowledgeable in a range of different software, and a familiarity of industry standards and best practices. **I am also proficient in working within a variety of SaaS online environments, control panels, and platforms and also have direct experience with market-leading email marketing systems and CRM software such as Aweber, GetResponse, and Mailchimp.**

I have progressively sharpened my skills across a wide range of leadership and management areas including sales and marketing, customer service and assistance, support and troubleshooting, and communication and networking abilities. I truly enjoy learning new skills and developing my abilities and attributes is extremely rewarding.

Developing a range of essential business skills and competences has provided me with useful and practical experience in project management and planning, problem solving, financial management, delegation and time management, decision-making, and effective communication. Furthermore I also have outstanding written and oral presentation skills and attention to the smallest of details.

Professional interests: Direct response marketing, UX design/wireframing, marketing funnels and customer journeys, conversion rate optimisation, lead generation, ecommerce, copywriting, website design, WordPress development, search engine optimisation, graphic design, video editing, research, writing essays, and technical support.

SKILLS

- WordPress** ●●●●●
+ Web Development Platform/CMS
- Divi Builder** ●●●●●
+ WordPress Design Framework
- Adobe Photoshop** ●●●●○
+ Raster Graphics Editing Software
- Adobe Premier Pro** ●●●●○
+ Video Editing Software
- Adobe Dreamweaver** ●●●●○
+ Web Development Software
- Adobe After Effects** ●●○○○
+ Visual Effects Software
- Sony Vegas Movie Studio** ●●●●●
- Pinnacle Studio** ●●●●●
+ Video Editing Software
- Microsoft Office Suite** ●●●●●
+ Productivity Suite
- Microsoft Expression Web** ●●●●○
+ Web Development Software
- cPanel & WHM** ●●●●○
+ Web Hosting Platform
- Google Analytics** ●●●○○
+ Web Analytics Service
- Google AdWords** ●●●○○
+ Online Advertising Platform
- Aweber** ●●●●●
+ Email Marketing Tool
- Mailchimp** ●●●●●
+ Email Marketing Tool
- HTML/CSS** ●●●○○
+ Standard markup language
- MockFlow** ●●●○○
+ UI/UX Planning Suite

REFERENCES

FULL REFERENCES AVAILABLE UPON REQUEST

RELEVANT WORK EXPERIENCE

Director, LEAD WEB DEVELOPER

🕒 2011-Present
📍 Berkhamsted, U.K.

Dream Stage Marketing Co. Ltd

+ Daily management of a small marketing and design agency offering **web design, logos and branding, email marketing, social media management, search engine optimisation, and printing design and fulfilment.** Required to work alongside clients across a range of industries (local businesses, home service contractors, food service companies, health clubs, supplement companies, etc) and provide them with effective solutions whilst solving customer issues when required. Core skills required include multi-tasking, strong communication skills, sales and promotion, telesales and negotiation, and a proactive attitude and extraordinary self-motivation. This role has provided substantial experience in **direct response marketing, HTML/CSS, WordPress and WooCommerce, CRM systems and the extensive use and proficiency in website/graphic design and video editing software including Photoshop, Dreamweaver, and Sony Vegas.** Furthermore the ability to manage collaborative freelancers and contract workers.

WEB DEVELOPER, & I.T. TECHNICAL SUPPORT

🕒 2013-2016
📍 Blerton, U.K.

Simon Taylor Furniture Limited

+ This specific role required self-motivation, punctuality, and a professional approach at all times; including answering support queries via phone and email, responding to client queries quickly and professionally, and liaising with colleagues to successfully resolve internal software, hardware, and telecommunication support issues. **Developing a brand new responsive website using direct response elements and ensuring that it follows industry guidelines and best practice.** Performing website software updates and utilising CMS software to update customer testimonials, editorial content, photography, imagery, promotions, and product offers. **Other core skills required include maintaining and updating client information and follow-up using CRM software,** general software support and troubleshooting, updating and maintaining iOS mobile software installations, domain/hosting control panel administration, and relocating PCs and other related IT equipment.