

CURRICULUM VITAE

Name Peter Boucher
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Location Harrogate

EDUCATION

2008-2012 De Montfort University, Leicester
2:1 BA Business & Management
Subjects Included: Strategy, Operations, Crisis Management,
Brand Management, Buyer Behaviour

2006-2008 West Notts College, Mansfield, Nottinghamshire
A-Levels: Business Studies; Psychology; History; IT

2001-2006 Brunts School, Mansfield, Nottinghamshire
11 GCSE's grade A-C including English and Mathematics

SYSTEMS
Microsoft - Word, Excel, Powerpoint, Outlook
Mac - Pages, Numbers, Keynote, Mail
Google - Certified Analytics Partner
CMS - WordPress, Joomla, Umbraco
Programming - HTML, CSS, PHP, MYSQL, JQuery, JS

EMPLOYMENT AIMS

While my current employment is within SEO, I'm looking to follow my passion and make a career change into web development.

You can find my current development portfolio here:

<https://portfolio.peterboucherseo.com/>

If you'd like any further information on any of my projects, please let me know.

EMPLOYMENT HISTORY

SEO Travel
June 2016 - Present
SEO Account Director

Main Responsibilities

- The main contact for all client communication.
- Create and maintain SEO strategies for all 60+ clients that are currently in-contract.
- Create in-depth, easy to understand monthly reports using all the necessary data and make further recommendations to improve their performance.
- Be the main influencer of changes within the team by constantly innovating the current processes & workflows.
- Implement a huge number of technical updates on client's sites.
- Train and advise the SEO technical team along with the Web Development team.
- Created a custom client & production management database using PHP to improve efficiencies and workflow.
- Work as effectively as possible to provide the client with real value for money.

WMG (The Web Marketing Group)

October 2013 - June 2016

SEO Executive (Outreach, Link Building and Technical Account Analyst)

Main Responsibilities

- Analyse websites/blogs and content to build quality links to fulfil clients orders before the deadlines.
- Manage clients monthly spend.
- Conduct email outreach to gain contacts using backlinks from competitors sites found on OSE, Majestic, Ahrefs and Webmaster Tools.
- Conduct link analyses of clients under penalty and manually check their backlink profile, marking the toxic/suspicious links to be disavowed or removed.
- During my time here I have worked on the companies largest clients in all niches including auto, finance, business, DIY, real estate and health.

Casa Hotel (Casa Hotel LTD)

October 2012 – October 2013

Marketing Co-ordinator

Main Responsibilities

- Support the Marketing Director and Operations Director for CASA to deliver detailed twelve-month activity plans that support CASA's organisational goals.
- To champion the commercial evaluation of all marketing activity to understand performance versus objectives, leading to concise conclusions and recommendations.
- Plan for and order all support materials, POS, premiums to ensure that the business has the right items, at the right time and at the best price.
- Be the driving force of CASA communication in all trade & business titles and consumer publications, both in print and online, implementing communication plans, reporting on competitor activity and best practice.
- Copywriting, content management and proof-reading for press releases, marketing materials, product descriptions and internal communications, such as newsletters and company websites.
- Worked with designers, photographers and actors to produce a new hotel DVD. This DVD shows all aspects of the hotel and was shown in all bedrooms and on reception.
- Creation of monthly html eshots to our database.
- Working with the Chesterfield Champions (local business owners) to help make Chesterfield a more desirable place to be.

- Working with the Derbyshire/Nottinghamshire Chamber of Commerce to help promote all the activities and facilities of the hotel.
- Management of the company website including uploading new information (events, special offers, awards etc).
- Working closely with the parent company (Global Brands) in their new media and product development.

PERSONAL DEVELOPMENT

- Advanced Excel Proficiency (including VBA, Macro, Pivot Tables, VLOOKUPS & Conditional Formatting)
- Full Clean UK Driving Licence
- Personal BII License Holder; Expiry Date 2021

INTERESTS & HOBBIES

Many of my interests lie within IT and programming. I am highly skilled in creating websites using WordPress.

At my current job, I have created a number of internal web-based tools created using PHP & MYSQL. These have now become integral to the day to day business functions and can be demonstrated in an interview if required.

I also am an avid guitar player, both electric and acoustic. I am entirely self-taught. I also enjoy reading, watching films and travelling.