



David Marsh

Curriculum Vitae

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# Web Developer & Digital Marketing Consultant

I am an experienced and dedicated web developer with a natural design flair. The sites I build not only look great but are second to none when it comes to converting visitors in to customers.

I thrive on creating beautiful, responsive web solutions, driving traffic through PPC channels and optimising the end product into a powerful marketing tool.

I take immense pride in my ability to quickly comprehend requirements, innovate previously un-thought-of solutions and deliver a fantastic end-user experience, well within the expected time frame.



## Career History

### Web Development & Marketing - *Freelance*

2008 to present

I have worked on projects in multiple sectors including fashion, retail and travel. I am highly competent with HTML5 and CSS3 and everything I build is responsive. I pride myself in delivering a great user-experience and get my kicks seeing my projects convert. I've also built a successful online travel agency of my own with a £2m turnover.

- Constantly innovating, developing and managing new web projects with the long-term aim of increasing traffic and improving sales.
- Google Partner with multiple Adwords clients. My largest account has invested over £600k in the last 5 years; all with a positive ROI of course!
- Reviewing analytics data, split testing different ideas, applying the changes and monitoring the affect on conversion rates and other KPIs.
- Managing Director of Hotels24Seven Ltd. The quintessential showcase of all my skills, Hotels24Seven now takes over 20,000 online hotel reservations annually.

### Senior Web Designer - *Rawnet Ltd*

2006 to 2008

I worked on multiple high-profile and big budget projects. From client briefs and wire-frames, through to site launch, I honed my skills as a rounded web developer and earned my place as a respected member of a great team.

*Please contact me for details of my full career history.*

## REFERENCES

When he joined us in 2006 it was quickly clear that Dave is an exceptional designer. He quite literally brought a new dimension to our team with his mix of 2d and 3d design abilities. Skills I've struggled to replace.

**Managing Director**  
*Rawnet*

Dave's secret weapon is his work ethic. This guy knows how to graft. And the quality of his work speaks for itself.

**Creative Director**  
*BrandNew*