



Designer / Web Developer / Digital Marketer



Profile

Name

David McAllister

Date of Birth

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Summary

A committed entrepreneurial professional with extensive hands-on expertise in traditional marketing and digital marketing, brand and corporate identity, social media management, business management and extensive professional level IT skills. Commercially aware with an eye for detail and a keen understanding of the importance of deadlines and budgets. Skilled in all management and administrative roles and functions. A strong and practiced communicator who uses initiative, time management and confidence to co-ordinate resources, both human and material, to best effect.

Skills

Joomla	● ● ● ● ●	SEO	● ● ● ● ●	Social Media	● ● ● ● ●
Wordpress	● ● ● ● ●	Adwords	● ● ● ● ●	Email Marketing	● ● ● ● ●
Drupal	● ● ● ● ●	Adsense	● ● ● ● ●	CPanel	● ● ● ● ●
Magento	● ● ● ● ●	Analytics	● ● ● ● ●	Adobe Creative Suite	● ● ● ● ●
HTML5	● ● ● ● ●	WHM/WHMCS	● ● ● ● ●	Mac OS X	● ● ● ● ●
CSS3	● ● ● ● ●	DNS	● ● ● ● ●	Linux	● ● ● ● ●
PPC Advertising	● ● ● ● ●	Pre-Press	● ● ● ● ●	Windows	● ● ● ● ●

Experience

- 10/2013 - Present** **Hectic Interweb Magic** Online Marketing Director
- Advise and implement web / digital channel strategy to generate greater traffic, leads and conversions
 - Advise and implement social media strategy
 - Build and develop world class websites
 - Content management / editorial control over websites
 - Manage associated E-marketing activities, e.g. E-mail marketing, SEO etc.
 - Manage web development projects
 - Ensure statistics are generated, recorded and analysed to drive ongoing improvements
 - Championing digital solutions across the business
- 06/2012 - 09/2013** **New Media Presence** Technical Director
- Web design and development using hand coded HTML, CSS and CMS systems including Joomla, Wordpress and Drupal
 - Social media and E-mail marketing using Campaign Monitor
 - Brand development and management, ensuring brand integrity throughout marketing materials
 - Graphic design and art working using the Adobe Creative Suite
 - Search engine optimization, Google Webmaster Tools, Analytics, and Adwords.
- 01/2010 - 06/2012** **iClik Apple Authorised Reseller** Marketing Manager - Technical Specialist
- I was accountable for the day-to-day management of the store from traditional marketing, online marketing to maintaining the internal network and POS terminals, inventory control and employee training. I was in charge of creating marketing material in accordance with brand guidelines to the highest standards set by Apple and was at the helm of the design, development and maintenance of the iClik website using the Joomla CMS.

About Me

In my spare time I enjoy a challenge and have completed a static line parachute jump, white water rafted the Zambezi river, dived with sharks, driven some of the most challenging 4 wheel drive tracks in Australia.

I have lived and worked on three continents and have travelled a lot. I love to meet new people and experience different cultures.

My passion for design, branding, and marketing has lead to a natural progression into digital design, and online marketing. I love working on websites and digital marketing. I take pride in seeing one of my sites reach completion or as a social media campaign starts to gain traction. I enjoy the feeling of satisfaction when I manage to get a site to rank for a targeted keyword.

I am at home designing in Photoshop, or writing HTML, developing a social media strategy or selling a great new idea to a client.

Experience Continued

07/2008 -12/2009 **Prestige Cruises & MTN Satellite** Desktop Publisher / Internet Manager

I worked aboard some the world's top cruise ships including P & O Oriana, Coral Princess, and Oceania Regatta. I initially started out as the Internet Manager where I was required to control a busy internet cafe. I oversaw customer satisfaction, internal marketing and reporting. I was then approached to become a Desktop Publisher, a much more senior role. As Desktop Publisher I was charged with writing, designing and printing the daily newspaper for the guests. The newspaper would list the activities on board the ship, the highlights of the next port and advertise the services offered by on board concessions. I was responsible for the adherence to corporate brand guidelines in both design and copy.

02/2006 -06/2008 **HH Global** Assistant Studio Manager

HH is Europe's leading global marketing services company specialising in brand guardianship. With nearly 20 years experience and established relationships with some of the world's most respected and valuable brands. Whilst I was at HH I was responsible for the following: Management of daily workflow passing through three studios across the UK; Brand guardianship for some of the world's most successful and instantly recognisable brands such as Carphone Warehouse, BBC, Barclays and The Post Office.

12/2004 -01/2006 **Travel to Australia and Thailand** Various

During this time I was traveling around Australia and Thailand. I undertook temporary work to facilitate my travels. This work was varied and totally different from my normal career path from driving a forklift and road construction to working on a cattle station as a station hand.

References

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Further Referees Available
Upon Request