

## Cover note

Dear Sir/Madam,

Briefly, let me explain a little about me

For over ten years now I have been working within the online industry and during that time I have designed, developed and project managed countless sites and online businesses.

For the last 8 years I have been working for a company called NSI Ltd where I grew from Lead Designer to Project Manager and then Director of Operations. There I ran multiple companies across different sectors such as e-commerce, online publications, social media and more.

Our aim was to develop nationally recognised, market leading and sustainable businesses with excellent growth opportunities to then sell on. That was accomplished and now I am looking to take my experience into a new role.

Please check out my web site

My résumé is relatively brief, whereas on my web site I go into more detail about my skills, work history, business successes and showcase my design ability with live sites and mock ups. Please visit: [www.aboutMatthewHall.com](http://www.aboutMatthewHall.com).

## References

I will be happy to provide you references if you require them.

Kind regards,

A handwritten signature in black ink, appearing to read 'Matthew Hall', followed by a period.

Matthew Hall

# Résumé for **Matthew Hall**

I design, develop, manage, analyse, create, market, brand and strategise - *just to name a few things I do.*

---

## Work experience<sup>1</sup>

I have predominately been employed by NSI Ltd over the last 8 years. Within this group there were many subsidiary companies that spanned a diverse range of products including e-commerce, social sites, news media, agency services and much more.

### **Director of Operations at NSI Ltd**

**2010 - 2015**

---

- Managed operations across the entire group, our strategic direction and key partnerships
- Day to day running of every aspect of the business including personnel management, business development, stock negotiations, warehouse needs, detailed financial forecasting, investment opportunities, site usage analysis, etc
- Managed digital product development such as new business ventures, site redesigns/upgrades, external client websites and applications, etc
- Managed physical product development such as the production of clothing and equipment for our e-commerce arm
- Worked with leading UK brands to develop marketing strategies, retain their industry sector ownership and break into new markets
- Controlled our marketing strategies across the group for both online and offline needs including PPC, display media, hardcopy adverts, TV spots, affiliates, etc
- Overseeing all departments (both in-house and outsourced) including design, development, programming, sales, customer services, accounts, SEO/SEM, warehouse operations, etc
- Successfully developed multiple niche market leading sites within the news media, e-commerce and online dating environment
- I helped create and developed a number of niche market leading brands
- Successfully developed a £200k p/y online dating business to a £7M sale
- Upon splitting up our many companies for sale, I was responsible for most of the sales literature, data analysis and presentations

*Whilst managing operations, I also maintained most of my project management duties and even my design role (see previous roles for details).*

---

<sup>1</sup> Please note that after successfully selling a number of businesses (of which I was a shareholder), I decided to take a year off during 2015 to spend some time with my family.

## **Project Manager and Company Director at NSI Ltd**

**2008 - 2010**

- Project Manager for both in-house needs and external clients
- Managed new sites, integrations, redesigns, white label products, large data, affiliate systems and custom CMS development as well as controlled marketing, SEO/SEM and new product development
- Liaised with clients and internal departments to develop briefs, project documents, wire frames and prototypes and then controlled the project through it's entire life cycle
- Managed multiple departments including design, UI, front-end development, programming, marketing, testing/QA, deployment, retention, etc
- Delivered whole projects within budget and on time as well as working to an agile methodology when versioned releases were required
- Managed non-digital projects such as business acquisitions, mergers, R&D, competitor analysis, new processes and system/personnel integrations

*I also actively worked on many projects as creative lead and developer maintaining much of my previous role (see previous role for details).*

## **Lead Web Designer / Front-End Developer at NSI Ltd**

**2006 - 2008**

- Static and live wire framing and prototyping
- Created sites with HTML, CSS, Javascript, jQuery and other frameworks/libraries
- Mobile-first design methodology
- UI/UX development within web applications and e-commerce environments
- Email campaigns
- Analysis of site usage data and implementing multi-variant testing
- Copy writing
- Hard copy design from simple office stationary to product catalogues and even exhibit stands

## **Freelance Web Designer**

**2004 - 2006**

- Thankfully, I started web designing just after the clunky tables and iframes period, when the web was becoming more than just static pages. During my early years I mostly worked on these so-called *dynamic* web pages as well as marketing emails.

Due to being involved with literally hundreds of sites and projects over my career to date, I have chosen to list just a select few companies that I have been employed by/worked on.

- The NSI Group
- NSI (Limited) Ltd.
- NSI (Holdings) Ltd.
- NSI (Employment) Ltd.
- NSI (HQ) Ltd.
- Uniform Dating
- Patrol Store
- Police Oracle
- Op. Zulu
- Jobs Oracle
- Really Fab

## Experience<sup>2</sup>

Web Design and Development	10y+
UX/UI Design	9y
Project Management	7y
SEO/SEM	6y
Director of Operations	5y
Hard Copy Design	3y
Analyst	2y
Marketing	2y
Programming	1y

## Skills and proficiency<sup>3</sup>

### Good working knowledge and experience

---

- HTML
- CSS
- JavaScript
- jQuery
- Prototype
- Adobe Photoshop
- Adobe Dreamweaver
- Microsoft Word
- Microsoft Excel
- Microsoft Outlook
- Microsoft One Note
- Google Analytics
- Google Webmaster tools
- Google Mail/Calendar
- Google Docs/Sheets

### Good knowledge and moderate experience - but not fully proficient

---

- Adobe Acrobat
- Microsoft Project
- Google Adwords
- Google Adsense
- Axure
- Bootstrap

### A solid understanding or limited experience

---

- Adobe Illustrator
- Microsoft Access
- Microsoft PowerPoint
- PHP
- MySQL/MSSQL
- SASS

There's a lot more about me on my web site

On my web site I go into more detail about my skills, work history, business successes and showcase my design ability with live sites and mock ups.

Visit [www.\*\*about\*\*MatthewHall.com](http://www.aboutMatthewHall.com).

---

<sup>2</sup> These are rough estimates and positions often overlap. I have nearly always had more than one role or position in a company.

<sup>3</sup> I have also used a number of other platform based applications and management tools. These include the likes of web publishing, e-commerce platforms, task management, bug tracking and financial software.