

## RICHARD SMITH - CV

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**Business Development** professional who comes complete with a huge bundle of digital and non-digital skills. Seeking a role in an SME that wants to do more with what it has, but can't get the answers from its own internal departments/consultants. Closer to Dominic Cummings in my approach than I am to Keir Starmer's. Happy belly to belly or on the phone

Will consider part-time roles or a temporary contract for the right opportunity.

**Key Skills** conventional and digital marketing, supported by direct response methods, **Pay Per Click and remarketing** using **Google and Facebook**. **Creating and writing content**, day to day sales work and business administration. **Able to update and design websites and E-commerce platforms (products and content)**. Search engine optimisation knowledge and proven ability to rank sites within search engines (**SEO**). I have had some positive experiences using public relations both in conventional print and digital, having had articles in a number of publications - Financial Times most recently.

Resourceful, self-motivated and proactive. Happy working to a plan with outside consultants and third-party suppliers or on my own.

I know the difference between a secure certificate and an xml feed and have continued with training and professional development in a number of these areas.

- considerable practical experience in the backend of websites
- excellent knowledge of pod-casting (limited with video) and how that fits with modern marketing
- good knowledge in the workings of the search engines and of Google tools
- excellent understanding of search optimisation and website structure
- able to create and implement working 'sales funnels' where appropriate
- still learning more about copywriting and getting videos ranked, happy creating content
- general business administration skills, some knowledge of VAT issues, fire fighting

### **Belly to Belly Skills - it's not always about the digital.**

The digital world is changing rapidly, people less so. Having been on the front line in sales and the back office I have a clear understanding of how the various models work and how to use the various methods to drive the business forward. Targeting, direct mail, telephone all have a part to play in modern business development, there is no one size fits all.

Finding out what people want and why they choose to take action is more important than ever, which is why I believe strongly in research and knowledge before deployment. I also accept that it's often more about the grunt and grind of business and less of the intellectual.

Happy with GDPR stuff, supported with extensive knowledge in relation to I.T (I know my hard drive from my memory chip) and most software packages.

