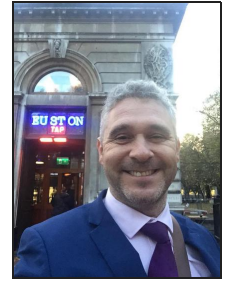


# Nathan Fuller

An energetic, approachable and confident Internet Coordinator with a varied and dynamic skill set.

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## Summary

I have been involved in web design, development and systems management for almost 20 years. Starting as a Developer in 1998 my projects have featured in mainstream media outlets including The Guardian, The Telegraph, CNN News and in multiple internet magazines.

In recent years I have moved away from developing full time to become Internet Coordinator for NWN Media Ltd, with lead responsibility for their portfolio of 16 websites. I regularly meet with external companies to discuss ongoing contracts and business needs.

My current position includes ensuring that multiple platforms and website offerings all run smoothly and that relationships with 3rd parties are maintained.

I have been responsible for setting up, monitoring and posting through various social media platforms for numerous newspaper titles and also deliver paid for campaigns via Google Adwords and Facebook for advertisers.

I am responsible for the creation of video, images and posts, designed to increase interaction and maximise exposure of our titles to our audience.

My skills are spread across 3 key areas: Technical, Support, Management

### Technical:

- Programming - asp, sql server, php, javascript, html, css
- Managing Microsoft IIS - domain bindings and performance
- Managing, developing and reporting from Microsoft SQL server.
- DNS Management
- Creation of Social Media Profiles / Pages
- Reporting via Google Analytics
- Business advertising solutions: Google Adwords, Facebook Advertising
- Adserver Management: Google DFP, AOL Adtech
- Adobe Photoshop, Adobe Premier

### Support:

- First point of contact for NWN Media sales staff for queries regarding all digital products.
- First point of support for end users across the NWN portfolio of websites and digital products.
- Ad solutions: Booking campaigns for sales staff and customers to Google DFP and AOL Adtech adservers.

### Management:

- Liaising with 3rd party companies to maintain relationships and negotiate contracts.
- Creating and putting forward proposals to management teams for development projects.
- Developing strategy documents and guidelines for editorial and commercial teams.
- Creation of action plans and roles for apprentices and staff.

I believe I can offer not just the skills and support required to progress a department or team but bring to the table experience of both a commercial and editorial background. Identifying new revenue streams, marketing opportunities and development ideas.

I have been responsible for mentoring apprentices within NWN, helping them to gain valuable skills and experience in web development that have in turn led to them progressing up the career ladder.

## Community Involvement

- **Borras Park Albion FC** – I have helped as a coach with this local football team for the past 7 years. Guiding youth footballers from age 7 up to age 14. Along the way they have won, league, domestic trophies and tournaments.

## Activities

- **Watersports** – throughout the summer I enjoy body boarding, kayaking and paddle boarding
- **Cycling** – I often cycle in areas of North Wales with a group of family and friends.
- **Walking** – North Wales offers some fantastic walking routes for all abilities.
- **Spectator Sports** - I enjoy watching football, rugby and boxing.

## Additional Skills:

To expand my skill base and further my knowledge, I have completed, at my own expense and in my own time, the following courses:

- Advanced Diploma in Internet Marketing
- Advanced Diploma in SEO
- Advanced Digital Marketing Course
- Diploma in Prospecting and Lead Generation
- Level 2 certificate in HR & Employment Law

## Leisure Time

Outside of work hours I enjoy an active lifestyle and am keen to experience new sports and adventures whenever possible. Throughout the summer I Kayak, body/paddle board, walk and cycle. In the winter months, I enjoy going on ski breaks to Scotland and France.

I also coach a youth football team in Wrexham, Borrass Park Albion. Helping them win both league and cup competitions throughout the past 9 years.

I have a partner and 2 children. Together we enjoy travelling and adventuring together.

## Knowledgebase

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- ASP
- MS SQL
- IIS Management
- MS SQL SERVER
- Wordpress
- Microsoft Office
- Adobe Photoshop
- Survey Monkey
- Google Analytics
- Twitter
- Facebook
- Bannersnack
- Google DFP
- AOL Adtech
- Google Docs
- VB script
- Database Design
- Content Writing
- Video Creation

## Professional Experience

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Internet Developer / Coordinator 2003 - Present

NWN Media Ltd. / Newsquest

I joined NWN Media as a web developer in 2003 but over the years my role has changed to become Internet coordinator. I work with a small team and take responsibility for ensuring the smooth operation of a network of websites throughout the business.

Many of the sites have revenue attached through commercial aspects and therefore it is important that the flow of information between internal and public facing systems is maintained and operational at all times.

I interact with all departments and offices to ensure we capitalise on opportunities of a commercial and editorial nature.

Using social media, print and websites to promote the various arms of the business is key to the daily strategy for NWN Media and I am heavily involved in providing input and offering solutions.

### Accomplishments

- I have developed revenue earning commercial aspects of the websites for NWN Media for over 12 years. Taking the internet revenue from £36k pa in 2003 seeing it increase to more than £750k pa
- I have project led developments on additional platforms and worked with teams from both internal and external organisations to ensure we hit deadlines, revenue forecasts and traffic targets.
- I compiled the social media program at NWN Media to ensure that the editorial platforms maximised content exposure. I provided training and advice for effective utilisation of

social media, not just to promote our own business but to gather information and breaking stories in real time. When put into practice the company saw substantial growth across all social media platforms and websites and increased interaction with users.

## Internet Developer

2001 - 2003

### First Internet Marketing - Hale, Altrincham

I was responsible for meeting with clients and creating bespoke websites based upon their requirements.

First Internet Marketing put me face to face with customers on a daily basis and helped me identify the importance of SEO and marketing to a business.

It was a very busy environment with a team of 5 people and only two of us as developers looking after 300 clients.

Using ASP and Access Databases I built websites for companies such as:

- Palletline UK
- Unitruck UK
- Salford Shopping City
- Reclaimed Brick UK

## Internet Developer

1998 - 2001

### Active Projects / Battlemail.com

This was really the beginning of my Web Development career. I began as a Web Developer for a small start up business, Active Projects. Creating customer websites. When I joined Active Projects my only Web design knowledge was of HTML. I quickly had to learn ASP which I did through the use of books and web based tutorials until I reached a stage where I could develop dynamic customer websites.

At this stage Battlemail was still just an idea. The world's first profile driven gaming and email marketing channel. I created the initial website for Battlemail and continued to develop it into a vast site which included an online store, subscriptions, forums and trading posts that allowed game players to trade their points for equipment that would benefit their gaming ability in a make believe medieval town.

The site was extremely popular and soon got the attention of the world's internet press and news programs.

Users could login and check their points which were stored in league tables. I also created a messaging system which allowed players to request matches against each other and quickly a community of over 900,000 users grew.

Whilst working for Active Projects I was also responsible for creating a high profile website for halfpriceorless.com. Halfpriceorless.com was featured in many UK newspapers and internet magazines and was developed for part of the TJ Morris group (Home Bargains). I worked closely with Joe Morris to get the site exactly how he wanted it and was proud to have Mr Morris himself make a speech about my work at a press launch in Liverpool.

## Education

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Gwersyllt, Wrexham  
Ysgol Bryn Alyn

1985 - 1990

Systems Design and Programming  
NVQ Level 2 & 3

2000 - 2000

## Courses

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Diploma in Prospecting and Lead Generation



Completed online via the John Academy.

Advanced Digital Marketing Course



Completed online via the John Academy.

Advanced Diploma in SEO



Completed online via the John Academy.

Advanced Diploma in Internet Marketing



Completed online via the John Academy.

Level 2 certificate in HR & Employment Law



Completed online via the John Academy.