

# Robin Fearn

eCommerce Marketing Manager at Paperchase

rob@fearnwebdesign.com

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## Summary

I am an e-business specialist with a proven background in retail and e-commerce. Commercially astute, with over 8 years experience delivering everything online; from a single page informational web presence to multi-channel business solutions.

I have an in depth understanding of up to the minute technologies and usability issues combined with best practice social media strategy, search engine optimisation and e-marketing knowledge to deliver results.

## Specialties

Web design, hosting, e-commerce, web 2.0, XHTML, CSS, PHP, MySQL, SEO, social media strategies & application development, e-marketing, third party management

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## Experience

### **eCommerce Marketing Manager at Paperchase**

May 2011 - Present (4 months)

Paperchase is the undisputed retail brand leader in design led and innovative stationery in the UK. We have been trading for over 30 years and now have over 80 outlets in the UK and an extensive opening programme in the UK and worldwide.

- Take ownership for the implementation and development of the businesses presence on Facebook & Twitter.
- Monitor, report and react to developments and communication through key social media channels.
- Implement and manage 3rd party email solution (eMarsys) to improve profitability of marketing campaigns.
- Increase fan base on social media sites and customer interaction through the development of applications and competitions.
- Work with the head of eCommerce to create and execute the marketing plan for peak trading periods.
- Use of all marketing channels to drive business online and in store.
- Liaise with design department to develop email campaigns, affiliate banners, home pages, category pages and product page layouts to maximize profitability whilst maintaining multi-channel brand identity.

Location: London, UK

Web: <http://www.paperchase.co.uk>

### **eCommerce Designer at Paperchase**

March 2010 - May 2011 (1 year 3 months)

Paperchase is the undisputed retail brand leader in design led and innovative stationery in the UK. We have been trading for over 30 years and now have over 80 outlets in the UK and an extensive opening programme in the UK and worldwide.

- Contribute to the definition and maintenance of the visual story for the online experience during the build phase and day to day running of the website.
- Brief the design team on all visual assets and styling requirements for the website, including emails, blogs & social media whilst maintaining cross platform and multi-channel brand identity.
- Work closely with the buying and merchandising departments to develop, approve and implement the product hierarchy and browse structure.
- Work with SaaS provider (Venda) to manage sign off of wire frames and GUI design, from initial concepts through to testing and deployment whilst remaining mindful of functional requirements, cross browser functionality and best practice.
- To create and develop email campaigns, working with partners to deliver these and other online marketing initiatives.
- Ongoing testing of code upgrades; development of new services and features including set up of promotions, store finder and newsletter pages.
- Development and documentation of internal processes for uploading batch accessories/product/image files.

Location: London, UK

Web: <http://www.paperchase.co.uk>

*2 recommendations available upon request*

### **Webmaster at Ten If's Pty Ltd t/a Footgear**

August 2007 - August 2010 (3 years 1 month)

Footgear are passionate about high quality, comfortable footwear. Their mission has been to find the most comfortable and stylish shoes available in the world. It has also been a high priority to favour those brands that demonstrate a strong commitment to the protection of the environment.

- Development of bespoke PHP4 based content management system for eCommerce website including site design and secure shopping basket implementation.
- Ongoing maintenance of site, including uploading products, photography of new product lines, monitoring & reporting on sales trends.
- Search engine optimisation and management of PPC marketing campaigns.

Location: Brisbane, Queensland

Web: <http://www.footgear.com.au>

### **Owner at Fearn Web Design**

January 2002 - March 2010 (8 years 3 months)

Fearn Web Design offer bespoke web site design development and marketing solutions for small to medium sized businesses. From a single page informational web presence or a multi-page full e-commerce solution.

- Management of own business including accounts, sales and marketing.
- Bespoke web site design development and online marketing solutions for small to medium sized businesses.

Location: Brisbane, Queensland

Web: <http://www.fearnwebdesign.com>

*2 recommendations available upon request*

### **Owner at Fearn Web Hosting**

January 2002 - March 2010 (8 years 3 months)

Fearn Web Hosting & Domain Name Registration Service delivers uncomplicated and affordable domain registration and hosting services.

- Domain name registration of over 30 TLD's
- Web Hosting on either Linux or Windows servers
- Management of SQL databases & FTP Accounts

Location: Brisbane, Queensland

Web: <http://www.fearnwebhosting.com>

*1 recommendation available upon request*

### **Web Sales & Marketing at Climb Ltd. T/a. Rock + Run**

June 2004 - January 2005 (8 months)

The UK's original and largest online rock climbing, mountaineering and fell running specialists. Specialist equipment for mountain enthusiasts since 1983

- Daily maintenance of company web site - [www.rockrun.com](http://www.rockrun.com).
- Marketing of website through direct marketing campaigns, search engine submission and banner ads.
- Control of marketing budget - maximise use of a marketing budget to increase online sales and improve profitability.
- Development of new online retail opportunities - increasing online sales through 3rd party sites such as eBay & Froogle.
- Maintenance of internal computer network - installation of new software, hardware and regular

updates.

- Encourage repeat visits to the website by inputting new products, news items, product reviews and weekly e-mail newsletters.
- Customer support - Processing & dispatch of customer orders; answering customer enquiries via e-mail, telephone and fax.

Location: Milnthorpe, Cumbria

Web: <http://www.rockrun.com>

*1 recommendation available upon request*

### **Partner at Why42: Travel Clothing & Accessories**

February 2003 - June 2004 (1 year 5 months)

Why42 was formed to offer you a complete range of travel clothing and accessories. With this in mind the goal is to present you with a year round service offering the clothing, luggage & accessories you need for your travels; wherever in the world and in whatever environment you are traveling.

- Set up and daily running of retail store including management of EPOS system, stock control and merchandising.
- Development & management of eCommerce enabled web site, processing and dispatch of mail order and internet sales.
- Retail sales, returns/exchanges and customer service.

Location: Kirkby Lonsdale, Cumbria

### **Store Manager at Rohan Designs Ltd**

September 2002 - February 2003 (6 months)

Award winning travel clothing specialists. Experts in outdoor adventure clothes and accessories, Rohan, bring their extensive range of men's & women's travel clothes & luggage.

- Management of retail outlet specialising in travel clothing, luggage & accessories.
- Responsible for an increase in branch turnover of 25%
- Administration of internal stock movements & deliveries.
- Banking, end of day reconciliation and reporting of sales.
- Management of a small team of staff including recruitment, administration of holiday entitlement and wages.

Location: Long Preston, North Yorkshire

Web: <http://www.rohan.co.uk>

## Skills

**Web design**

**Hosting**

**E-commerce**

**Web 2.0**

**XHTML**

**CSS**

**PHP**

**MySQL**

**SEO**

**Social Media**

**Marketing Strategy**

**Application Development**

**Email Marketing**

**Third Parties**

**Usability**

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## Education

**Huddersfield Technical College**

BTEC, National Diploma in Travel and Tourism., 1993 - 1994

**Huddersfield Technical College**

ABTA, Certificate of Travel Agency Competence, 1993 - 1994

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## Interests

Web design, hosting, e-commerce, web 2.0, XHTML, CSS, PHP, MySQL, SEO, social media strategies & application development, third party management, e-marketing

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## 6 people have recommended Robin

"Robin is a great problem solver, technically savvy, logical and creative. His work ethic and commitment to the business means he delivers more in one day than most people do in a week. He is a joy to be around, well liked, a good communicator. His sound understanding of the business and its objectives means he easily works with other business functions and across levels, managing expectations whilst regularly exceeding them."

— **Pamela Card**, *eCommerce Manager, Paperchase*, managed Robin at Paperchase

"Robin worked for me when I was consulting at Paperchase. I was very impressed, in the brief time we worked together, with Robin's quiet efficiency and calm problem solving skills: this often led to some very creative results out of sometimes very little to work on. His keenness to learn and his ability to work in a team are substantial assets."

— **Mark Dugdale**, *Consultant Partner and Director, Dugdale Consultants Limited t/a Dugdale Digital Solutions*, was with another company when working with Robin at Paperchase

"Rob has always provided great service with on time and on budget results. Richard Gardner, SinglePoint Assist."

— **Richard Gardner**, was Robin's client

"Rob has done a couple of websites for me over the years and his company also hosts four or five others which I work with excellent knowledge and excellent service I would recommend it to anybody when it comes to web design and web hosting"

— **Richard Kaye**, was Robin's client

"Robin is geat to work with, I have been using Fearn Web hosting & Domain Registration services since 2009, never had any issue, Great service. Robin is realy hepful with Technical service as well, quick and reliable. As a Web/ Graphic Designer I recommend Fearn Web Hosting."

— **ahmet Kapurtu**, was Robin's client

"Rob worked with us during a period of change for the company. His contribution significantly helped us steer towards a more profitable future in web sales and ensured we stayed ahead of our

competitors. We were sorry to see him go. Rob is self motivated, entrepreneurial and trust worthy."

— **Andy Hyslop**, *Director, Climb Ltd T/A Rock + Run*, managed Robin at Climb Ltd. T/a. Rock + Run

[Contact Robin on LinkedIn](#)