

Michael Overton.

Designer and developer · Web, brand and e-commerce

Sixteen years of designing and building websites, brands and online stores, the last five running digital marketing and e-commerce in-house for a group of golf technology brands. I'm as comfortable in analytics and A/B tests as I am in Illustrator, I look after the servers my work runs on, and I'm happiest owning a job from first sketch to the years after launch.

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EXPERIENCE

Where I've worked.

Digital Marketing Executive · Optimum Golf Technologies

MAY 2021 - NOW · GUILDFORD

- Run the websites, online stores, email and social media for **Foresight Sports Europe** and **Bushnell Golf Europe**.
- Redesigned the online store; e-commerce sales **up 60%**.
- Built landing pages that took conversion **from 0.2% to over 8%**.
- Use Google Analytics, A/B tests and user behaviour to decide what changes next.
- Plan campaigns across channels and keep both brands consistent everywhere they appear.

Marketing & E-Commerce Executive · Albion Computers PLC / iStore

MAR 2019 - MAY 2021 · LONDON

- Redesigned the website and its SEO; e-commerce revenue **up 260%**.
- Designed and built a new e-commerce platform, named **Apple EMEA's No.1 Premium Reseller website** for design and customer experience (2020).
- Negotiated partnerships with distributors and finance companies, bringing in Klarna, which took **£1.2M+** in its first year.
- Ran digital marketing across social, paid advertising and in-store promotion.

Freelance Designer & Developer · overton.cloud

FEB 2010 - NOW · WOKING

- Websites, brands and hosting for small businesses, from the first sketch to going live and the years after.
- Design and build in Next.js and WordPress (Elementor, WooCommerce); host and look after client sites on servers I manage.
- Brand identities, print, graphics and video that match the business, not the designer.

SKILLS

What I work with.

Web design & build

Next.js, Tailwind, WordPress, Elementor, HTML, CSS

E-commerce & conversion

WooCommerce, Google Analytics, A/B testing

Hosting & systems

Linux servers, cloud hosting, macOS and iOS support, Microsoft 365

AI in the workflow

Claude and Claude Code for development, copy and research; ChatGPT alongside, to ship faster without skipping the thinking

Branding & print

Affinity Designer, Photo and Publisher; Adobe Photoshop, Illustrator, InDesign

Marketing & growth

SEO, PPC, social, email campaigns, SEMrush, HubSpot

Multimedia

Video editing, music production, podcast production

EDUCATION

Where I learnt it.

East Surrey College · Higher National Diploma, Level 5

Distinctions and merits

East Surrey College · National Diploma, Level 3, Music Technology

Merit

Priory C of E Secondary School

GCSEs, five at A–C

CERTIFICATIONS

On paper.

Apple Certified

iOS Technician · Support Professional (10.11–10.14) · Mac Technician · Service Fundamentals

Apple Retail Management

Levels 1, 2 and 3

Semrush

Backlink Management · Local SEO · SEO Toolkit

HubSpot Academy

SEO · Content Marketing · Social Media · Email Marketing · Digital Marketing

OUTSIDE WORK

The rest of the time.

PODCAST

The Clonestar Podcast

Co-host and producer of a Star Trek podcast: editing, graphics, branding and the website.

SIDE PROJECT

LCARS Workshop

Star Trek LCARS-style wallpapers and interface art, with a new free wallpaper every week.

References available on request.

Michael Overton · michael@overton.cloud · overton.cloud

Designed and built by hand in Woking.

Overton.