



Bio

Hey! I'm Mike, a Digital Marketing Executive living in Woking, Surrey. I've been working in design & marketing for the past 10 years, starting out as a self-taught web designer. I've developed a love for simplistic yet beautiful design. This has led to me working in web & creative design, which has opened up a new world of what design can do!

I am extremely passionate about Web & Digital Design and am always looking for new and innovative ways to improve users experiences. I am confident that I would be a valuable asset to your team. I am excited to put my skills and experience into new projects and believe that I can help you design something truly special.


In my spare time I co-host and help run a sci-fi podcast called The CloneStar Podcast.

Skills

Wordpress Design, Wordpress Maintenance, SEO, HTML, CSS, UI Design, UX Design, User Research, User Testing, Site mapping, Branding, Leadership, Project Management, Client Communication, Adobe Suite.

Experience

Digital Marketing Executive

 Foresight Sports Europe • June 2021 - Present • Hybrid

As Digital Marketing Executive, I am responsible for everything digital for Foresight Sports Europe. This includes building and maintaining the Wordpress website and Shopify e-commerce site. Designing, planning & implementing email, social campaigns & high converting landing pages for varying promotion and information campaigns. Using Google Analytics and User behaviour software. All aspects of our customer journey are frequently updated and optimised to ensure they are performing as they should. Since joining, the conversion rate of the landing pages have gone from 0.2% to now over 5% and are increasing. E-commerce has also increased by over 270% since 2021.

Marketing and E-Commerce

 iStore - Apple Premium Reseller • Feb 2017 - June 2021 • Office Based

As an Marketing & E-Commerce Executive I was responsible for driving online e-commerce sales using all available channels, including social media, online advertising, out-of-home advertising and in-store promotions. I would also plan and implement all of the social media campaigns while adhering to Apple's brand identity rules. In the year 2019 - 2020, the e-commerce side of the business has grown by 260% as a result of redesigning the e-commerce website, optimising for SEO and negotiating partnerships with our distributors and finance companies. Klarna was a success for me when I implemented it online. In the 1st year Klarna was responsible for over 1.2 million pounds in turn over. I designed and implemented a brand new website and e-commerce store which at the end of 2020 was awarded by Apple the no.1 Apple Premium Reseller website in terms of design & customer experience.

Freelance

Feb 2010 - Present

I have been freelancing under the name Lunar Design. I specialise in providing creative solutions for small to medium-sized businesses. I offer comprehensive web and graphic design services tailored to enhance brand identity and online presence. Leveraging my expertise in tools such as WordPress, Google Analytics and Adobe Creative Suite. I create visually appealing designs while ensuring seamless user experiences. By collaborating closely with clients and incorporating their feedback, I deliver high-quality designs that meet their unique requirements. I have a keen eye for aesthetics, strong problem-solving skills and a client-centric approach. All of these projects are done on an ad-hoc basis and are done in my own personal time.




Michael Overton

Digital Marketing Executive @ Foresight Sports Europe


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Education & Certifications







East Surrey College

 National Diploma L3 Music Technology • Higher National Diploma Level 5 Music Production • City and Guilds IT Level 2 • City and Guilds Communications Level 1

Semrush

 Backlink Management • Credential ID: 850cd3d6d4
Local SEO • Credential ID: cfe725a01c
SEO Toolkit • Credential ID: 1d047560fe

Hubspot

	 Content Marketing Earned Nov 14, 2022	 SEO Earned Nov 14, 2022	 Email Marketing Earned Nov 18, 2022
	 Social Media Marketing Certification Course Earned Nov 18, 2022	 Digital Marketing Earned Nov 18, 2022	 SEO II Earned Aug 5, 2023

Tools

 Wordpress	 Elementor	 Affinity	 Adobe	 Craft	 Zoho	 Google Analytics
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References

References are available upon request.