

Laurie Barker

Digital Creative, E-commerce
Consultant; Marketer / Designer /
Developer

Royal Leamington Spa, Warwickshire,
United Kingdom

<https://flip.media>

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Multidisciplinary Digital Creative, specialising in E-commerce,
available for employment on a permanent, contract or freelance
basis.

Creative with a marketing & design orientated mindset, combined with over 16
years industry experience encompassing the key disciplines in the delivery of
successful e-commerce.

Production & execution of store / brand development through design, user
experience, promotion; search & social, organic & paid.

Marketer: Experienced in the delivery & execution of conversion based
internet promotion: Search Engine Optimisation, Google Ads, Google Shopping,
Social; Facebook, Instagram. Email Marketing. The optimisation of delivered
promotions through performance analysis.

Designer: Website design & implementation, using HTML / CSS / JavaScript.
Magento theme development. Excellent understanding of responsive web
design, mobile first & accessibility.

Developer: Development & deployment, maintenance & optimisation of open
source applications built on PHP & MySQL; Magento 1 & 2, Wordpress, Drupal.

Self motivated, able to work under own initiative & as part of a team. A logical
approach with the ability to manage time effectively.

Excellent communication skills, experienced in client facing work, brief taking,
production of proposals & project planning.

Experience...

Flipmedia Collaboration

Digital Creative, E-commerce
Consultant; Marketer / Designer /
Developer

August 2004 - Present

Clients Present & Past:- Cologne and Cotton,
Mill Sales Direct, Corset Story, Planks
Clothing, Method Snowboard Magazine,
Bathstore, Wolseley, Chuckbuddies,
Seletti (NZ)

Corset Story

Magento Developer, E-commerce
Consultant

January 2012 - July 2018
(6 years 7 months)

Method Snowboard Magazine

Web Director

September 2012 - May 2014
(1 year 9 months)

Web Designer / Developer

August 2009 - September 2012
(3 years 2 months)

Wolseley

Web Designer / Developer

July 2005 - November 2006
(1 year 5 months)

Skills...

Marketer:-

Google Adwords, Shopping,
Analytics - Enhanced E-commerce.
Facebook Page Content Development,
Administration, Promotion, Shopping.
Instagram Content Development,
Promotion, Shoppable.

Email marketing, automation &
autoresponders; abandoned cart.

Advertising, Branding & Identity,
Brand Development.

Designer:-

Art Direction, Graphic Design, Web
Design, Photography,

Web Design, User Interface Design,
HTML, CSS, SASS, SCSS, LESS,
JavaScript, jQuery, User Experience,
Information Architecture.

Developer:-

Web Development, Magento 1 & 2,
WordPress, Drupal. PHP, MySQL, GIT.

Mac OSX, Adobe Creative Suite;
Photoshop, Illustrator, InDesign.

Personal / Interests...

Based permanently in Leamington
Spa, married to amazing Wife Lizzie,
owner of two Jack Russells, Pixel &
Barney, half decent Photographer,
old school Snowboarder, owner of
self build VW T4 Camper, proprietor
of hobby street food business Firkin
BBQ.

Instagram...

[@flipmediaco](#)

[@usavanandthedogs](#)

[@firkinbbq](#)