

Stuart Lovatt - Curriculum vitae

Personal profile

- Over 10 years experience for graphic design, website marketing and website design
- Able to work on own initiative or as part of a team
- Able to learn new skills quickly
- Inventive, business minded with great management skills

Education

5 GCSE's 2 B's and 3 C's (Morecambe High School)

City and Guilds in General Engineering and Advanced Welding + Fabrication

NVQ levels 1, 2 and 3 in Information Technology

Diploma 4 in Business Management

'Prince of Wales Trust' grant awarded (2003)

Web design with proven SEO skills, with 10 years commercial experience.

Graphic design & internet marketing history

1997 – 1999: Printing for marketing (Souplex) Trainee role as a graphic designer for print

1999 – 2003: Web marketing/graphic designer (Business Serve Plc) A designer role including web designer, search optimiser and graphic designer for SME's.

2003 – 2006: Created Your Image Matters and became self employed through the Prince of Wales Trust Scheme and business management courses.

2006 - 2008: Freelance solar salesmen bringing over £200,000 in sales (2nd best salesmen in their company), over a 18 month period.

2004– Present: Created own solar business using my experience in website construction, web marketing, graphic designs and management experience. (heatmyhome.co.uk and solar-panels.biz)

Professional skills

Enthusiastic for graphic design, with over 10 years' website design experience and proven commercial design and web marketing skills including:

- Graphic design using Adobe Photoshop.
- Web design and search optimisation using HTML and CSS in Dreamweaver.
- Flash animations using Adobe Flash.
- Website analysis and diagnosis own knowledge or validation.
- Search engine analysis using Google analytics.
- Keyword analysis using own knowledge.
- Analytics analysis.
- Google Adwords, Pay per Click marketing and support.
- Ebay shop construction and running.

Other skills – Brochure / literature design / layout including PDF productions