

Curriculum Vitae

Robin Hislop

1.1. Profile

A digital consultant with 20 years' experience in web technologies, I help SME's manage their online strategy, from building a web presence, integrating the web channel into existing systems, to managing online marketing campaigns.

1.2. Achievements

Co-founder of Spannerworks Ltd., a leading search agency based in Brighton managing search engine marketing campaigns for blue-chip companies including bmi, Sainsbury's Bank, HBOS, First Choice and EA Games. Board member. Designed and built Aperture, a web analytics system to measure search engine traffic and user behaviour, and report this to clients. In 2007, Spannerworks was sold to iCrossing, a US search agency.

1.3. Experience

2011 to present

Digital Consultant, Moot Point

Advised SME's on digital strategy. Managed web operations of SME's, including design and build of e-commerce enabled sites and online marketing strategy.

Special Skills

- Open source e-commerce: Wordpress/WooCommerce, OpenCart, Drupal
- mySQL database design
- PHP coding
- Web analytics
- Video and search marketing

2008 to 2011

Partner, Tramuntana Films

Formed production company which produced short films, music videos and corporate marketing videos. Managed live satellite and web broadcasts of international sporting events.



Special Skills

- Video editing using Final Cut Pro 7 and X
- Colour correction and sound design
- Video format conversion for digital delivery
- Proficient in broadcast-quality camerawork and sound recording

1996 to 2007

Technical Director, Spannerworks Ltd.

Responsible for all IT systems for this search agency with 80 employees, including workflow, content and contact management systems. Responsible for all IT procurement. Designed, built and managed all in-house production systems. Managed IT team. Managed relationships with client web teams to implement search strategy on large content management systems. Provided training in search optimisation for clients. Presented at industry shows in the UK and the US.

Special Skills

- Search engine optimisation of large corporate sites
- SQL Server database design and implementation
- ASP.net development
- Web analytics data capture and processing
- IT system project design and management

1.4. Training

- 2009 Part time Course in Cinematography and Allied Skills at Brighton Film School.
- 2008 Introduction to Counselling and Communication Skills course at the Centre for Mindfulness Based Education.

1.5. Education

- 1990 to 1992 B.BusSc in Computer Science at the University of Cape Town.
- 1985 to 1989 Rondebosch Boys' High School, Cape Town. 7 subjects at Matric Exemption level: 4 A's, 2 B's and a C.

1.6. Interests

Film, travel, technology, hiking, swimming.

