



# Peter Handley's CV

[www.peterhandley.com](http://www.peterhandley.com) / [info@peterhandley.com](mailto:info@peterhandley.com)

Phone: 07704483329

Born: 12/08/1982

Peter Handley is a **Search Engine Marketer** working for Vertical Leap. He is in charge of the **Internet Marketing** of numerous websites in a **Project Management Role**, overseeing, implementing and monitoring the **Search Engine Optimisation** and other online marketing activities simultaneously.

Also a determined, lively, confident and hard working **Entertainment Technology Graduate** from Portsmouth University with excellent interpersonal, organisational and analytical skills. Practical skills have been focusing on developing **search engine optimisation** and **web design skills**, utilising **HTML, CSS** and designing with **Adobe** and **Macromedia** software suites.

Competent with **PC** and **Mac**, I have learned general web design techniques such as **HTML, XHTML** and **CSS**, understanding usability and accessibility issues. Competent with **Adobe, Macromedia** and **Microsoft Software Suites**. Also have some experience with **AJAX, JavaScript, ASP, PHP** and has an understanding of various server technologies.

Overseeing all aspects of numerous websites Internet Marketing is a challenging and pressured environment, where strong customer service, organisational and project management skills have been essential

My personal Blog and examples of my web design work can be found at [www.peterhandley.com](http://www.peterhandley.com)

## Employment History

### Vertical Leap

08/06 – Present

Vertical Leap is a Managed Search Engine Marketing Company operating from Portsmouth. My role is as a Campaign Delivery Manager. This involves identifying correct keywords for a company to target and gaining and maintaining rankings for the website. This is done by a mixture of on-page and off page optimisation. Also analyse traffic levels brought by keywords, identify areas for improving, set up client blogs, writing articles for submission, Google Local optimisation and many other aspects of online marketing. Contribute to company blog with topical commentary.

### HMV Gunwharf Quays.

06/04 – 08/06

Part time sales assistant. Role requires extensive knowledge of Music, Film and Games. Good customer service is essential. Utilising database to order goods, check stock levels and locate stock for customers. Till work and replenishing stock on the shop floor.

### OS Associates

(Voluntary Work 04)

Designed some now defunct sites utilising a combination of company graphics and my own. Other tasks included CD cover development, PC maintenance, Poster Creation, Designing and developing interactive CD-ROMs.

### SeekIT

02/01-10/01

Refurbished obsolete council PCs to send to Africa rebuilt PCs from scratch, installed required software, cleaned cases, ensured peripherals such as monitors, scanners and printers were functional

### IBM North Harbour

(Work Experience 97)

Worked in troubleshooting department, helped to maintain company PCs, work shadowing, tea boy

## Education

### Entertainment Technology (BSc) Honours Portsmouth University

09/03-05/06

Key units gained include Dissertation (*critique of Parental Advisory system, Graded 1<sup>st</sup>/71*) Games Design (*Creating document structure Required for Game Designing, Graded 1<sup>st</sup>/79*), Multimedia Teaching Artefact (*Examining Science's Perception in the Media Graded 1<sup>st</sup>/73*) 2 Student Initiated Projects designing websites for clients (*Graded 2:1*)

**2:1**

### AVCE ICT: Double Award A level in Information and Communication

09/01-07/03

Technology at South Downs College. Learned basic web design, basic PC construction and networking.

C/D

### A Level Biology, Psychology, General Studies

09/98-07/00

Havant College

E/E/C

9 GCSEs studied at the Hayling School including Maths, Double Science and English Literature/ Language.

09/93-07/98

7 at B, 1 C, 1 D