

Chris Simmons

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PERSONAL PROFILE

3 years of experience in Ecommerce and Online Marketing for one of the UK's largest retailers. With a broad knowledge in all aspects including SEO, Paid Search, email marketing, affiliate marketing and social media. Achievements range from launching and managing a highly successful affiliate scheme, Implemented and launching an Amazon store to managing product and promotional processes for over 7000 lines.

EXPERIENCE

Lloydspharmacy is the largest community pharmacy operator in the United Kingdom. It operates over 1,650 pharmacies, located primarily within local communities and health centres. It has around 17,000 staff and is the 25th biggest UK retailer with over £1.8 billion turnover.

Each of the pharmacies provides a wide range of professional services to the local community, including health checks such as blood pressure testing, collecting prescriptions from local GPs and delivering them to customers. Most of their pharmacies have consultation areas for customers to speak privately with a pharmacist.

Lloydspharmacy **ECommerce Manager - Content** Nov 2010 - Present

Responsibilities

- Publication of all product and static content across the Lloydspharmacy website.
- Managing product content through 3rd party channels to market
- Maximizing revenue through eBay, Amazon & partner sites.
- Defining the content strategy
- Improving all product data
- Introduce robust controls
- Create the business case for any internal IT development or new 3rd party software solutions.

Achievements

- Defined and managed product attribution across complete range
- Produced product load strategy for 2011
- Increased product range by 10%

Lloydspharmacy **Assistant ECommerce Manager** July 2010 - Nov 2010

Responsibilities

- Supporting the Senior eCommerce Manager in the development of an eCRM strategy
- Grow the Lloydspharmacy online database
- Optimise e-mail communications to build loyalty and repeat purchase
- Propose & implement initiatives to grow database size.
- Liaise with agencies to create and manage a regular email programme
- Understand customer behaviour through the use of data and provide analysis and insight to help shape future strategy.

Achievements

- **Implemented and launched Amazon store** - £80k Revenue in first 3 months – increasing total online sales by 8.5%
- **Introduced new email provider** – Saving over £60,000 P/A while receiving a higher level of service and experience

Lloydspharmacy **Assistant Online Marketing Manager** Oct 2008 - July 2010

Responsibilities

- Assisting the Website Manager in the implementation of marketing plans
- Manage SEO and PPC campaigns
- Manage social media marketing (twitter, Facebook)
- Producing weekly reports, utilising analytics to evaluate return on Investment.
- Supporting the growth of online services
- Manage the monthly promotional process
- Manage day to day promotional changes
- Drive sales and create an enhanced customer experience online.

Achievements

- Launched and managed Affiliate Scheme – Generating over £550,000 Revenue in 2010
- Launched and managed Lloydspharmacy Twitter and Facebook accounts

Lloydspharmacy

Clinical Data Specialist

Feb 2008 - Oct 2008

Responsible for inputting, maintenance and updating of clinical data. Including the entry of data for supply chain, UK drug tariff and product information. This information was used by all Lloydspharmacy pharmacists across the UK. Accuracy and attention to detail was essential due to the potentially dangerous consequences of incorrect data.

Independent Pharmacy

Pharmacy Dispensary Assistant

Jul 2005 - Feb 2008

Supporting the pharmacist in preparing, recording and dispensing of patient prescriptions. Requiring constant concentration, accuracy and attention to detail at all times. Every aspect of the role has its own precise process that needs to be followed and recorded. Patient confidentiality is paramount.

Dixons

Deputy Manager

Jul 2003 - Feb 2005

QUALIFICATIONS & TRAINING

GCSE's 9 pass grades (4B's 5C's) Including B's in English Language and mathematics

AS LEVEL Geography

AVCE 2 year intensive course in Advanced Business

ILM Level 2 Certificate in Team Leading

OCR Level 1 Certificate in Bookkeeping (SAGE)

NVQ Level 3 *Pharmacy Technician*

APPLICATIONS

- Windows 95/98/XP/Me/Vista/7
- Office suites 2003-2010
- Photoshop
- Google Analytics / Hitwise / Web Trends
- Scrum Works / Mantis
- Basic HTML / CSS knowledge
- IBM Websphere Portal & Commerce

HOBBIES & INTERESTS

I have varied hobbies and interests such as Skiing, which I have been doing since I was a small child. My enjoyment for sports continues in other areas like Badminton and swimming, having swum for my local team when I was younger. I have an interest in scuba diving and have taken many qualifications in this sport such as being a PADI Open and Advanced Open Water Diver. My interest in traveling has benefited me greatly in helping to make me a very cultured person. I regularly read many different types of text from novels and Biographies to broadsheet news and web based intelligence.

REFERENCES

Available on request