

## Thomas Etherington

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### Education & Qualifications:

University: **University of East Anglia**, Norwich

BSc (Hons) **Business Information Systems** (2.1 expected)

Dissertation: How small businesses can benefit from online marketing (Received first class honours).

- My dissertation researched the use of social media, a traditional websites and mobile internet by small businesses. It looked at how they can be used to aid and boost their existing marketing. This involved managing four, one month long case studies with real businesses and a detailed marketing questionnaire, which was answered by 42 other businesses.
- Received £100 bursary for a **distinguished performance in year 2**.
- Undertook modules within the Computing Science department and Norwich Business School, from computer programming to business marketing.

Sixth Form: St Peter's Sixth Form and Secondary School, Guildford

A Levels: Applied ICT – **B**, English Literature – **C**, Product Design – **C**, AS Level in Economics  
**10 A - C grade GCSEs**, including maths and English. ICT GNVQ: **Merit**

- I was **elected as a Head Student**, where I took ownership of the **publication of our sixth form yearbook**, day-to-day management tasks, as well as organising the viewing and collection of ex-office furniture to improve our sixth form facilities.
- **First place**, as part of a sixth form team in the Surrey School's **Marketing Challenge**.

Full UK Driver's licence (provisional motorcycle licence with final tests booked)

### Work Experience:

#### **Internet Entrepreneur (Self Employed) – (June 2004 to present)**

- I manage a successful **web development business** with clients including a secondary school, holiday tour operator and regional cleaning business. As part of this:
  - I was a **prize winner** within **UEA's Eureka Business Plan competition** for my Web Handyman business, where I worked with a business mentor to develop the business plan and I presented this to a group of judges.
  - Manage successful, target driven ethical **SEO campaigns** through the use of keyword analysis, using tools like the Google Keyword Tool.
  - Developed my understanding of **analytical reports** (Google Analytics and Webmaster Tools) regarding the performance of a website.
  - Improved my **project management skills** so that I can always offer accurate project time frames, as well as improving my own efficiency to increase profitability.
  - **Successfully promote the benefits of internet technologies** to clients without an internet marketing background.
  - **Attend business networking events** to build awareness.
  - Receive the majority of my work through word of mouth recommendations and repeat clients.
  - Proficient with setting up, modifying and using Wordpress and other content management systems.
- I developed and manage [GuessMyAge.net](http://GuessMyAge.net) the Internet's #1 age guessing website, where:

- I was **interviewed on BBC Radio**, for being an internet entrepreneur.
  - Guess My Age has been **featured in numerous editorials** including X-Trax Magazine, through the **promotion of well written press releases**.
  - Guess My Age **trended on Google** as one of the fastest growing search terms, after being featured on AOL's Lemon Drop website where it **received over 80,000 visitors in one day** (Google Trends: <http://bit.ly/kiXvSy> | AOL: <http://aol.it/l7BDkP>).
  - I manage a **social media campaign on Facebook**, with over 470 fans ([facebook.com/guessmyage](http://facebook.com/guessmyage)).
- I run a number of other profit making websites which generate revenues through affiliate marketing. I manage **SEO campaigns** to promote these.

#### **Code Wise (Future in Sites Ltd) – Web Developer (June 2008 to July 2009)**

- Responsible for the development, upkeep as well as promotion of a range of websites through the use of **extensive SEO campaigns** and **PPC campaigns**. These involved **link building** and **blogger outreach**, as well as copy writing and **HTML optimisation**.
- I have developed my **copy writing skills**, writing for websites within the pharmaceutical industry, through to guitars and technology.
- I had to work independently to determine goals and manage projects.

#### **CMP Student Guide (September 2010 to June 2011)**

- **Presented talks** on the Business Information Systems course to prospective students and parents **within a lecture theatre** on University open days.
- Responsible for setting up the open day venue, meeting prospective students and leading campus tours to help promote the Computing Science department.

#### **Bon Marché – Sales Colleague (February 2007 to May 2009)**

- Worked at the female clothing shop in Woking and Norwich, where I regularly met magazine and bonus card sales targets.
- I was **commended on my customer service skills** by head office, after a customer wrote to them.

#### **Cap Gemini – 5 Days Work Experience, working as a Desktop Analyst**

- Responsible for backing up company servers, reinstalling operating systems, along with giving advice, guidance and help to the office's workers.

#### **Interests and Hobbies:**

- **Ride leader** for my University's cycling club and I attend a local cycling club when away from University. I regularly go on club rides of distances up to 100 miles. I have cycled between Bordeaux to Barcelona, as well as from the top to bottom of Wales.
- Won the **best engineered and designed raft**, as part of a team of friends in the Guildford raft race.
- Keen traveller having backpacked across Vietnam, Europe and western Turkey with friends.