

# DANIEL RICHARD BIANCHINI

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## PERSONAL STATEMENT

I am a hard-working, computer enthusiastic and trustworthy individual who is seeking employment in web design and marketing (particularly Internet Search Marketing). I have strong communication skills, a sense of humour and comfortable working alone or as part of a team and keen to accept new challenges.

During my first year at University I became familiar with most aspects of Computing and gained some knowledge of programming (Delphi) and software design techniques. During my second year I focused a great deal on Computer Networks and Administration. Within my third year I concentrated on Building Websites, e-businesses alongside design and implementation parts of the computing industry.

In my spare time I like to experiment with new software programs and keep up to date with the latest technologies and guidelines that are being published.

## SKILLS

- Strong web and print design skills using Adobe Creative Suite (Photoshop etc), Adobe InDesign and Macromedia Studio (Flash, Dreamweaver etc)
- Strong on-page SEO design and coding knowledge
- Currently studying all forms of SEO including Link Building, effective copy writing and Link Strategy
- Working knowledge of PPC including Google Adwords, Microsoft Adcenter and Yahoo SM
- Currently studying for GAP (Google Adwords Professional) Certificate
- Advanced HTML, XHTML, XML & CSS knowledge with ability to hand code
- Completed University modules in PHP, MYSQL and Javascript
- Basic programming level in Visual Basic (Microsoft Visual Basic 6.0) and Delphi
- Competent in all Microsoft Office Programs (Excel, PowerPoint etc)
- Experienced using Google Analytics, Hitwise and Omniture
- Completed Harlequin Training Courses in Web Design, HTML, CSS and SEO

## EMPLOYMENT & EXPERIENCE

### **Oct 07 – Present    DSGi – PC World Microsite & SEO Designer – (Web design academy)**

I was successfully chosen ahead of over 50 applicants to join the web design academy at PC World as Microsite and SEO designer in 2007. The academy is a one year position at the end of which I'm due to join the senior design team.

I have taken several courses including Photoshop CS3, CSS, SEO, HTML as part of the year course where I have been introduced to all aspects of website design within a high pressure, major retail Ecommerce environment.

The main responsibilities of my role are split in two:

### **SEO Design**

To work alongside the Search Marketing Manager and learn all aspects of Search Engine Optimisation from a design perspective through to effective copy writing and site structure.

This role has given me an excellent steer of my career aspirations and working with a highly experienced manager with nearly 10 years experience in Search Marketing has significantly accelerated my learning curve.

I have also had the opportunity to work with major brands including Sony, Apple and Microsoft by creating landing pages with SEO being the main focus. I've also managed several PPC campaigns alongside the Search Team to increase my knowledge of both paid and natural search marketing.

#### **Microsite Design**

To manage the existing design of the PC World Download service [digitaldownloadcentre.com](http://digitaldownloadcentre.com) and other PC World microsites alongside the PC World Microsite Manager. This role also includes executing any online marketing of the Downloads website (PPC, SEO, emails, affiliate banners etc;).

#### **DSGi Project Examples:**

**Digital Download Centre** – [www.digitaldownloadcentre.com](http://www.digitaldownloadcentre.com) PC World's Download Portal

**PC World News** – Technology news site (to launch August 08) as part of an SEO project.

**PC World Brand Laptops** – Landing Page Design, Build, SEO and PPC Campaigns

**Refurbished PCs and Laptops** – Landing Page Design, Build, SEO and PPC Campaigns

**Console Gaming** – Landing Page, Design, Build and SEO.

#### **June 07 – Sept 07 Systems Support Group (Temporary Contract) Sharp Laboratories of Europe Limited (SLE)**

IIS, SQL Server, Windows 2003 Server, Intranet Population and maintenance

#### **Jan 07 – May 07 Assistant Web Publisher (Temporary Position) Blackwell Publishing Ltd, Oxford**

Maintained and updated websites within my department. Using Dreamweaver, Photoshop and Fireworks to edit and add code to existing and new websites as well as to updating and amending graphics for these sites. Changes old website from tables to clean CSS layout and into XHTML. Also used very basic ASP for creation of Headers, Navigation and Footers.

#### **Feb 2000 – Dec 06 General Assistant, Tesco Stores Ltd, Oxford**

### **EDUCATION & TRAINING**

#### **Oxford Brookes University, Oxford - (Sep 2003 – Dec 2006)**

**BSc (Hons)** - Computing (2:2) (Dissertation in Web based tutorials)

#### **Oxford College of Further Education, Oxford - (Sep 2001 - July 2003)**

**AVCE** - Information and Communication Technology – Grade B and C

#### **City & Guilds:**

**Level 2 Diploma** IT Users E-QUALS Multimedia – Distinction

**Level 2 Diploma** IT Practitioners Create Software Components Using Visual Basic –  
Distinction

Key Skills Award – Level 3

**Oxford School, Oxford – (Sep 1996 – July 2000)**

**9 GCSE's**

Inc. English: Grades B and C, Mathematics: Grade B

**References & Design examples available on request**