

# Rob Mason

07766 746127 :: [rob@robmason.org](mailto:rob@robmason.org) :: [www.robmason.org](http://www.robmason.org)

Over 15 years of defining, delivering and managing compelling digital customer propositions.

Adept in digital best practice in a B2B or B2C environment: accessibility, usability, web standards, customer journeys, user interface design, PPC, SEO, web design.

## Employment history

**July 2013 to present**

**Tullulah Pig Ltd**

**Digital & UX Consultant**

**Cheltenham**

Managing my own digital consultancy firm, helping companies shape and deliver digital strategies, products and services. I also work with a variety of agencies on a contract basis to support their clients across digital and traditional media.

### UX Projects

Working with the Forestry Commission I helped translate a booklet about owning and managing woodland, into an engaging online experience. This was done through the process of defining the objectives and overall experience; mapping out high level and detailed user journeys; structuring the information architecture; and designing wireframes to represent the content in the correct fashion ensuring it adhered to the Government digital design guidelines.

I defined a new process for complex public consultation feedback for National Grid that resulted in an easier to use process and generating more responses than previous years. This involved structuring the information architecture correctly and designing a data capture approach that would allow members of the public to provide feedback at a macro and / or micro level on all aspects of the project's impact on the landscape.

I worked with Attivo Group, a national financial service company, to help re-aligned their customer facing website to have a better content structure and clearer objectives.

### Digital Marketing projects

I defined and designed an integrated and automated eCRM solution for Gloucestershire College, a leading regional education facility, resulting in a more efficient student application process and better customer experience increasing the number of online applications in the process.

**November 2011 to July 2013**

**Dair Ltd**

**Head of Digital / Creative Director**

**Cheltenham**

Managing and delivering a range of B2B and B2C client projects, from concept to end product. This was a varied and multi-disciplinary role that sits across project planning and management; concept creation and iteration; information architecture; wireframing and UX Design; and leading others to deliver outcomes.

## **UX Projects**

I was technical and creative director for two seasons with SkyRide, working collaboratively with stakeholders at British Cycling and BSkyB to oversee the website's contribution to an additional 1,000,000 new cyclists in the UK. It was my job to establish the client needs; map out and define the site structure, content strategy, information architecture and user journeys; create the necessary specifications and wireframes (several hundred pages of wireframes); test journeys, designs and experiences with end users; and direct the development and design teams to build the site.

I was technical and creative director for the ECB's Elite Coaching Portal, a private iOS and web app used by the UK's elite cricket coaches (National squads, County Cricket, U21). I led the definition, design and development of the entire project, working initially with the client to fully understand their needs and design something that would work for them (through well structured information architecture, wireframes, specifications and user journeys) and then the developers to ensure what the client wanted got built on time and on budget.

I led the definition and creation of a new website and member's area for the Financial Skills Partnership, a company who helped organisations in the finance sector develop and manage a skilled workforce. Specifically I defined their industry leading Training & Competence Toolkit, which enabled firms to create and manage their own bespoke T&C framework without the need for expensive external agencies. Essentially this was translating a series of paper-based documents and processes into a coherent online experience that guided the user through the process of completion.

## **Digital marketing projects**

I managed the all-round natural search optimisation (SEO) and advertising (PPC) campaign for REAHU, a leading UPVC manufacturer, getting them to page 1 of Google for chosen keywords, increasing website traffic by 50% and increasing enquiry conversions by 20%.

I managed multiple email marketing campaigns, integrating with Augmented Realty, for Yamazaki Mazak, a global Japanese family run manufacturer, to help support physical demonstration events resulting in more attendees than previous years.

**February 2009 to November 2011**

**Lloyds Banking Group**

**eCommerce Proposition Manager**

**Bristol**

I was promoted from a previous role to lead the team that owned and managed the consumer online proposition for Scottish Widows and elements of the online experience for Halifax, Lloyds TSB and Bank of Scotland. The role involved definition of what customers needs from online, including conducting research and deriving insight, and lead the delivery, testing and take to market activities. Essentially I was the customer champion for online and interfaced between the business and IT.

**July 2006 to February 2009**

**HBOS Financial Services**

**Senior eCommerce Proposition Executive**

**Bristol**

An online role within the marketing area, this job focused on supporting and driving forward Clerical Medical and Halifax investments online solutions, from service concept through delivery and ongoing promotion.

September 2003 to July 2006	Propositions Manager, The Exchange / Vertex FS, Cheltenham, Glos
November 2001 to September 2003	Account Manager, Sesame Group Ltd, Eynsham, Oxon
May 2001 to November 2001	Sales Promotion Manager, AssureSoft Ltd, Cheltenham, Glos
December 2000 to May 2001	Internal Sales Executive, AssureSoft Ltd, Cheltenham, Glos
March 1998 to December 2000	Telesales Executive, AssureSoft Ltd, Cheltenham, Glos

## Education & qualifications

July 2006 to present	Numerous internal training courses – including Introduction to Leadership, Influencing With Integrity, Search Marketing and Performance Management and Development.
January 2005	Financial Planning Certificate 1 - Financial services market.
March 2003	DBS Associates, Cheltenham - Presentation Skills Development.
June 2002	DBS Associates, Dulwich - Sales Skills Development.
2001-2002	The Business School, University of Gloucestershire - Certificate in Management Studies.
1996-1997	University of Wales, Cardiff - Started a course reading International Transport & Logistics (BSc). I chose not to proceed with the course after the first year
1994-1996	Pate's Grammar School, Cheltenham, Glos - A Levels: Geography (C), Business Studies (D).
1992-1994	St Edwards School, Cheltenham, Glos - GCSEs: 11 A to D grade.
1988-1990	Los Naranjos School, Gandia, Spain - Studied in a Spanish school alongside Spanish pupils for 3 years.

## Other skills & hobbies

I am proficient with all Microsoft Office packages, including the latest Office 365 online versions. Additionally I am competent in using Adobe's Creative Suite set of software and I am comfortable with using a variety of content management systems, especially Wordpress, in addition to being practically experienced with HTML and CSS. I'm a keen mountain biker and ride weekly. Full, clean UK driving license.