

MIKO COFFEY FRSA

2 Merredene Street • London • SW2 2AG

web: www.usingmyhead.com e-mail: miko@usingmyhead.com

tel: +44(0)208 678 0860 • mob: +44(0)794 100 5431 • skype: miko.coffey

- **Award-winning, adaptable and experienced online strategist, planner & project manager** •

Personal Profile

- Freelance web and social software consultant, working directly with clients or subcontracting to agencies
- Over 13 years' experience working with the online medium, from design to marketing to strategy
- 9 years' experience managing web teams and projects, including 5 at senior level
- Thrives on variety: as happy strategising with CEOs as project-managing for marketers
- Worked with a diverse set of audiences, industries and types of organisation, from small independent design agencies, to medium-sized NGOs, to large FTSE 500 corporations and international charities
- Experience with nearly all aspects of online marketing and communication, including e-mail marketing, online PR, online communities, intranets/extranets and all types of websites, from small static sites to large dynamic data-driven sites that integrate into complex back-office systems
- Fellow of the RSA (FRSA) in recognition for achievements in social web and online communication

Summary of services and skills: www.usingmyhead.com/what-i-do/

Short case studies of recent projects: www.usingmyhead.com/case-studies/

FREELANCE CONSULTING EXPERIENCE (2007 - Present)

Some recent clients and projects include:

Airside / Samsung UK - www.samsung.com/uk/ (Sep-Oct 2008)

Worked with Airside as Project Lead developing an eCRM strategy for Samsung UK. This senior project management role included client liaison, strategic planning, project planning, research and development of presentation materials.

Hostelling International: 2 projects - www.hihostels.com (May 2008 & Jul-Sep 2008)

SEO Project: Carried out an SEO audit, developed an SEO strategy and ran SEO training for staff.

Conference Engagement: Created and delivered a bespoke seminar on Web 2.0 to international delegates in Cairo.

The RSA - www.thersa.org (Feb-Oct 2008)

Managed the procurement and implementation of an online social and collaborative work space to replace the one-way, top-down communication of their old intranet. Involvement included hands-on project-management from scoping through delivery, 1:1 and group training, plus coordination of suppliers.

Headshift / Channel 4: Medicine Chest - www.medicinechest.info (Jan-Jun 2008)

Worked with Headshift, Channel 4 and Kew Gardens on a user-generated content (UGC) website that captures folk wisdom and natural approaches to health and healing. Involvement included strategic planning, community moderation, online PR and marketing plan development and implementation.

Teekay Shipping Ltd - www.teekay.com (Dec 2007 - Feb 2008)

Helped this global logistics company identify a simpler, cheaper and easier-to-use replacement for Sharepoint, to better manage internal collaboration and help a geographically dispersed workforce connect with one another. Project management role included gathering requirements, evaluating solutions and detailed reporting on recommendations.

- More information on consulting projects available upon request -

PREVIOUS CAREER EXPERIENCE

Head of Digital Media, NESTA – London (2006 – 2007)

NESTA is the National Endowment for Science, Technology and the Arts, a public sector organisation dedicated to supporting talent, innovation and creativity in the UK

www.nesta.org.uk / blogs.nesta.org.uk / community.nesta.org.uk

- Responsible for developing and implementing NESTA's online communication strategy, including blogs, podcasts, RSS feeds, SEO, online PR, email and web marketing campaigns
- Effectively influenced CEO and senior staff to engage with social media and introduced a structured wiki intranet which delivered a 73% increase in intranet usage and eliminated publishing bottlenecks
- Ran workshops and training programmes for staff and partners on using social web tools for business

E-Marketing Specialist, Sweet & Maxwell (Thomson) – London (2004 – 2006)

Sweet & Maxwell is a legal publisher and provider of premier online legal research systems
www.sweetandmaxwell.co.uk / www.lawtel.com / www.westlaw.co.uk

- Responsible for developing and implementing online marketing strategy, including SEO, email and web marketing campaigns and projects
- Effectively communicated and negotiated between Marketing, Technology, Product Development and external suppliers at all levels from executive to director
- Won an award for initiating and Chairing the eBusiness Steering Committee responsible for developing strategies, processes, procedures and procurement of tools for e-marketing

Online Marketing Coordinator, Egmont Books – London (2004, Contract)

Egmont Books is a leading children's publisher; titles include Mr Men and Winnie-the-Pooh
www.egmontbooks.co.uk

- Planning and managing online marketing projects to budget, including SEO and online advertising
- Procurement, development and maintenance of web sites and online systems
- Design of web graphics, online advertisements, email templates and Flash animations
- Liaison and negotiation with internal departments and external contractors

Marketing, PR & Online Shop Coordinator, Airside – London (2003, Contract)

www.airsideshop.com is the online shop for Airside Design Studio, a new media agency (www.airside.co.uk)

- Developing and implementing online marketing campaigns
- Analysis and redevelopment of site interface to improve customer experience
- PR, including writing/designing press releases and liaising with press contacts
- Analysis and reporting of online activity, such as web traffic and email marketing
- Development of product catalogue and templates

Council on International Educational Exchange (CIEE) – London (1997 – 2002)

CIEE is a global non-profit organisation that operates work, teach and study abroad programmes
www.ciee.org (no longer operating in UK)

Global Web Development & Marketing Manager (1999 – 2002)

- Responsible for online marketing strategies for CIEE worldwide, including a search engine optimisation strategy that resulted in CIEE web sites holding 16 of top 20 positions on Google for targeted phrases
- Managed a team of 13 staff working in 8 countries and 5 time zones
- Extensive project management and procurement experience across a variety of project types, including large-scale projects such as the centralisation of marketing communications for CIEE worldwide, which resulted in a 32% saving
- Top-level influencing and negotiating with staff in various roles and cultures
- Overseeing design, copywriting and print for all printed marketing communications
- Responsible for corporate visual identity for offices and agents worldwide, including project-management of a worldwide rebranding programme

- Details of earlier career experience available upon request -

TECHNICAL SKILLS & EXPERIENCE

- Software applications: Adobe Creative Suite CS2/3 (Dreamweaver, Photoshop, InDesign, Contribute, Fireworks, Illustrator), Apple iWork, Microsoft Office Suite, Quark Express, Acrobat Pro, MS Project & other PM software
- Blog & social web tools including TypePad, WordPress, ThoughtFarmer, Confluence, Socialtext, Huddle, NetVibes
- Content Management Systems: RedDot, Percussion/Rhythmyx, Jive and bespoke CMS applications
- Web analytics applications such as HBX/Omniture, WebTrends and Google Analytics
- E-mail marketing systems including CampaignMaster, iContact, VerticalResponse and ExtraVision
- SEO tools such as Google Webmaster Tools, Yahoo Site Explorer, Rank Checker and SEOpen
- Programming languages: experience working with HTML, DHTML, XML, PHP, CSS and Javascript
- Experienced on Mac and PC/Windows operating systems

EDUCATION & TRAINING

- City & Guilds Level 2 certification in Web Authoring
- BFA (Hons) from University of Texas at Austin - Concentration: Mathematics & Computer Generated Art
- Non-degree courses in Strategic Management, Project Management, Leadership in Management, Advanced Email Marketing, Search Engine Optimisation, Pay-per-Click Marketing, Online Copywriting & Marketing Communication

- References and/or testimonials available upon request -