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- **Award-winning and super-sharp digital strategist, team leader & project manager** •

## PERSONAL PROFILE

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- Freelance digital media consultant, working directly with clients or contracting to agencies
  - Over 17 years' experience working with digital, from design to marketing, to strategy and analysis
  - 13 years' experience managing web teams and projects, including 7 at senior level
  - Experienced in nearly all aspects of digital marketing, including social media, eCRM, SEM, content marketing, intranets/extranets and all types of websites, including large e-commerce sites
- More information on skills, experience & examples of work available at [www.usingmyhead.com](http://www.usingmyhead.com) -

## FREELANCE CONSULTING/CONTRACTING EXPERIENCE (2007 - Present)

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**Book Author, *Building Business Websites with Squarespace* - PACKT** (Jan 2014 - present)  
Currently writing a technology/business book about using the Squarespace platform to build websites for businesses.

**Digital Media Consultant - Hostelling International** - [www.hihostels.com](http://www.hihostels.com) (Dec 2011 - Jan 2014)  
Responsible for all customer-facing elements of a £2.2million project to redevelop an e-commerce website, back office systems and internal business change programme for the world's largest hostel service provider.

- Key member of the senior project team, working to specify, coordinate and deliver a new £35million p.a. revenue-generating website, CRM system and management infrastructure to serve 1800+ staff in 8 different languages
- Strategic leadership, planning and coordination of a team to deliver eCRM and all other online marketing and communication elements of the programme
- Procurement and management of external suppliers of design and technical services
- Management of workflows and component delivery for a team of 8 content producers
- Development of manager training and senior-level influencing webinars/presentations for stakeholders in 79 countries

*Other clients and projects include:*

**Head London / AEG** - [www.headlondon.com](http://www.headlondon.com) / [www.aeg.co.uk](http://www.aeg.co.uk) (May 2014)

Worked with Head agency to improve content and user experience for an iPad app for AEG. The role included rewriting content to improve flow, TOV and alignment with the target audience, and making navigation and usability recommendations to the development team.

**Hostelling International** - [www.hihostels.com](http://www.hihostels.com) (May 2008 - Oct 2011, across several projects)

Consultancy projects included: an SEO programme resulting in an average 228% increase in Google visits for key destinations, a PPC programme that spent just £12k and generated average £1.1m revenue annually, a social media plan that grew Facebook fans by 25,000 (10x), plus multiple other projects (details available at interview/on request)

**Airside / Samsung UK** - [www.airside.co.uk](http://www.airside.co.uk) / [www.samsung.com/uk/](http://www.samsung.com/uk/) (Sep-Oct 2008)

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

**The RSA** - [www.thersa.org](http://www.thersa.org) (Feb-Oct 2008)

Helped transform the organisation's internal culture and communication by creating 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, plus 1:1 and group training, and management of suppliers.

## **Headshift / Channel 4: Medicine Chest - [www.medicinechest.info](http://www.medicinechest.info) (Jan-Jun 2008)**

Worked with Headshift agency, 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](http://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 these and other consulting projects available upon request -*

## **PREVIOUS CAREER EXPERIENCE**

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### **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](http://www.nesta.org.uk) / [blogs.nesta.org.uk](http://blogs.nesta.org.uk) / [community.nesta.org.uk](http://community.nesta.org.uk)

- Responsible for developing and implementing NESTA's online communication strategy, both internal and external
- Managed a team of 6 staff and a £750k budget across multiple web-based platforms
- Implemented an internal social communications platform, resulting in a 73% increase in usage
- Digital advisor and mentor for staff, stakeholders and partners, running workshops and training

### **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](http://www.sweetandmaxwell.co.uk) / [www.lawtel.com](http://www.lawtel.com) / [www.westlaw.co.uk](http://www.westlaw.co.uk)

- Responsible for developing and implementing online marketing strategy, including SEO, supplier selection & project management for email and web marketing campaigns and projects
- Won an award for initiating and chairing the eBusiness Steering Committee: responsible for developing strategies, processes, procedures and procurement of tools for e-marketing

*Previous digital marketing roles:*

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

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

### **Global Web Development & Marketing Manager, CIEE – London (1997 – 2002)**

*- Details of earlier career experience available upon request -*

## **TECHNICAL SKILLS & EXPERTISE**

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digital strategy • team leadership • project management • change management • resourcing • user journeys • CRM • web analytics • social media marketing • wireframing • A/B testing • content management systems • SEO • SEM • email marketing • front-end design/development • content marketing • social software for the enterprise • online collaboration • online communities • blogging • procurement • supplier management • budget management

## **EDUCATION & TRAINING**

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- City & Guilds Level 2 certification in Web Authoring
- BFA (Hons) from University of Texas at Austin
- Career-building 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 -*