

Nathan Fuller

An energetic, approachable and confident Internet Coordinator with a varied and dynamic skill set.

65 Ffordd Garmonydd, Wrexham - LL12 8JE | 07879 624417 | nathanjfuller@googlemail.com

www.extremenorthwales.com www.nathanfuller.co.uk



Summary

I have been involved in web design & development for almost 20 years.

Starting as a developer in 1998 and working for several companies, my developments have featured in mainstream media outlets such as the Guardian, the Telegraph, CNN and in multiple internet magazines.

In recent years I have moved away from developing full time to become Internet Coordinator for NWN Media Ltd.

My current position includes ensuring that multiple platforms and website offerings all run smoothly and that relationships with 3rd party offerings are maintained as well as maximising exposure via social media.

This includes creating video content, images and posts which are aimed at maximising exposure of our websites, products and articles in an aim to increase interaction between our titles and our readers.

I believe I can offer not just the skills and support required to progress a department but bring to the table experience of both a commercial and editorial background. Identifying new revenue streams, marketing opportunities and development ideas.

I have been responsible for mentoring apprentices within NWN, helping them to gain valuable skills and experience in web development that have in turn led to them progressing up the career ladder.

Outside of work I am quite active.

I run my own website www.extremenorthwales.com which covers outdoor activities, extreme sports and North Wales as a region. I am responsible for a majority of the content on the site and ask others to contribute with suitable articles.

I use various social media platforms to promote the site. Primarily Twitter and Facebook but also I use Instagram and Pinterest to promote images from the site.

Over the past 18 months I have built up a number of relationships with various businesses to provide content, competition prizes and product tests.

I enjoy taking part in and trying sports and adventures whenever possible.

Throughout the summer I Kayak, body board, paddle board, walk, cycle and travel the North Wales region.

In the winter I enjoy going on ski breaks to Scotland and France.

I also coach a youth football team in Wrexham, Borrass Park Albion. Helping them win league and cup competitions throughout the past 7 years.

I have 2 children and they both play for Borrass Park Albion. they both enjoy taking part in all of the above various activities.

I love travelling and enjoy holidaying especially in the USA and Western Australia with my partner when the opportunity arises.

Knowledgebase

- ASP
- MS SQL
- Wordpress
- Survey Monkey
- Google Analytics
- Twitter
- Google Docs
- VB script
- Database

Community Involvement

- **Borrass Park Albion FC** – I have helped as a coach with this local football team for the past 7 years. Guiding youth footballers from age 7 up to age 14. Along the way they have won, league, domestic trophies and tournaments.

Activities

- **Watersports** – throughout the summer I enjoy body boarding, kayaking and paddle boarding
- **Cycling** – I often cycle in areas of North Wales with a group of family and friends.
- **Walking** – North Wales offers some fantastic walking routes for all abilities.
- **Spectator Sports** - I enjoy watching football, rugby and boxing.

- Microsoft Office
- Adobe Photoshop
- Facebook
- Bannersnack
- Design
- Content Writing
- Video Creation

Professional Experience

Internet Developer / Coordinator 2003 - Present

NWN Media Ltd.

I joined NWN Media as a web developer in 2003 but over the years my role has changed to become Internet coordinator.

I work with a small team and take responsibility for ensuring the smooth operation of a network of websites throughout the business.

Many of the sites have revenue attached through commercial aspects and therefore it is important that the flow of information between internal and public facing systems is maintained and operational.

I interact with all departments and offices to ensure we capitalise on opportunities of a commercial and editorial nature.

Using social media, print and websites to promote the various arms of the business is key to the daily strategy for NWN Media and i am heavily involved in providing input and solutions.

Accomplishments

- I have developed revenue earning commercial aspects of the websites for NWN Media for over 12 years. Taking the internet revenue from £36k pa in 2003 seeing it increase to more than £500k pa
- I have project led developments on additional platforms and worked with teams from both internal and external organisations to ensure we hit deadlines, revenue forecasts and traffic targets.
- I compiled the social media program at NWN Media to ensure that the editorial platforms maximised content exposure and taught teams how to use social media not just to promote our own business but to gather information and breaking stories in real time.

When put into practice the company saw growth across all social media platforms and websites and increased interaction with users.

Internet Developer 2001 - 2003

First Internet Marketing - Hale, Altrincham

I was responsible for meeting with clients and creating bespoke websites based upon their requirements.

First Internet Marketing put me face to face with customers on a daily basis and helped me identify the importance of SEO and marketing to a business.

It was a very busy environment with a team of 5 people and only two of us as developers looking after 300 clients.

Using ASP and Access Databases I built websites for companies such as:

- Palletline UK
- Unitruck UK
- Salford Shopping City
- Reclaimed Brick UK

Internet Developer 1998 - 2001

Active Projects / Battlemail.com

This was really the beginning of my Web development career. I began as a web developer for a small start up business, Active Projects. Creating customer websites. When I joined Active Projects my only Web design knowledge was of HTML. I quickly had to learn ASP which I did through use of books and web based tutorials until I reached a stage where I could develop dynamic customer web sites.

At this stage Battlemail was still just an idea. The world's first profile driven gaming and email marketing channel. I created the initial website for Battlemail and continued to develop it into a vast site which included an online store, subscriptions, forums and trading posts that allowed game players to trade their points for equipment that would benefit their gaming ability in a make believe medieval town.

The site was extremely popular and soon got the attention of the world's internet press and news programs.

Users could login and check their points which were stored in league tables. I also created a messaging system which allowed players to request matches against each other and quickly a community of over 900,000 users grew.

Whilst working for Active Projects I was also responsible for creating a high profile website for halfpriceorless.com

Halfpriceorless.com was featured in many UK newspapers and internet magazines and was developed for part of the TJ Morris group. I worked closely with Joe Morris to get the site exactly how he wanted it and was proud to have Mr Morris himself make a speech about my work at a press launch in Liverpool.

Education

Gwersyllt, Wrexham 1985 - 1990
Ysgol Bryn Alyn

Systems Design and Programming 2000 - 2000
NVQ Level 2 & 3