

# HUGH CHASTON



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## BACKGROUND

With an extensive career in ecommerce and highly experienced in digital marketing and an ability to adapt to new systems and pick up new ones. A power user of Adobe CC and an acumen for promotional video production for marketing.

A good communicator with technical knowledge for front end web including some coding protocols. Able to problem solve and identify opportunities for reductions in time and labour resources. with a degree in French, Film and Spanish. A real asset to any ecommerce or growing organisation.

## SOFTWARE

Business Catalyst	Adobe Illustrator	Adobe After effects
Microsoft Word	Adobe Dreamweaver	Adobe Premiere pro
Microsoft Excel	Hotjar (UX software)	Newtek Lightwave
Microsoft Dynamics	Bronto (EDM software)	Autodesk 3DS Max
Windows (platform)	Magento 1 & 2	Cinema 4D
Mac (platform)	Adobe Photoshop	Channel Advisor
Pronto (ERP system)	Adobe Fireworks	

## EMPLOYMENT HISTORY

**Godfreys** **MAY 2018 - JAN 2020**  
**Digital Marketing Coordinator & Digital Marketing Specialist**

Godfreys is an Australian and New Zealand-based retailer in the domestic and commercial floorcare & cleaning industry.

### *Responsibilities:*

- Updating all products, incl. Descriptions, data and images
- Generating reports of sales and trends for relevant stakeholders
- Liaising with all 3rd party vendors and project groups to manage site improvements.
- Implementing all marketing materials on the site and TV commercials to YouTube.

### *Achievements:*

- Designed and Implemented an automated sales system for products, saving company errors and lost time.
- Built strong relationships with external parties to improve opportunities, resulting in reduced running costs.
- Assisted in the manual handling of channel products (Amazon, eBay, myDeal and Catch, to optimise results on each platform through ChannelAdvisor.

**United Tools Ltd.**

**May 2016 - 2018**

**Digital Marketing Coordinator & eCommerce Coordinator**

An Australia wide Tool store chain, Managed under a membership model.

*Responsibilities:*

- Managing 20+ Ecommerce websites and manage all social media platforms
- Updating all digital media and product details
- Coordinating and isolate sales and run daily bookkeeping reports
- Coordinating all nation wide sales for ToolSpareParts

*Achievements:*

- Organised a YouTube Channel in conjunction with OZTooltalks to review products, increasing brand awareness and increasing product awareness.
- Brought in HootSuite to streamline social media postings, scheduled a month in advance, reducing hours per month and keeping to schedules.
- Oversaw the nationwide instore iPad implementation programme, resulting in an 20% increase customer marketing data.

**Bright Sparks Ltd.**

**March 2015 – 2016**

**Web Designer/Administrator**

A producer and distributor of promotional merchandise personalised office uniforms and supplies.

*Responsibilities:*

- Maintaining all 8 websites on the Adobe Business Catalyst platform and building new sites when required.
- Updating all pages, products and other digital materials.
- Creating and sending out the monthly EDM while maintaining the CRM.
- Generating a monthly report based on EDM data, Google analytics and sales.

*Achievements:*

- Was able to manipulate bulk product data, saving time and making the business more agile.
- Accessed more detailed data to produce more focused reports, revealing accurate trends, producing better aligned company direction.
- Brought in outside Google affiliated parties to help with power marketing.

**Other Positions Held:**

Rough Diamond Ltd, Compliance Manager  
Cookie Time Ltd, IT Help Desk

Jan 2014 – Feb 2015  
October 2012 – 2014

**PROFESSIONAL QUALITIES**

- ❑ Brought in outside Google affiliated parties to help with power marketing.
- ❑ Strong customer professionalism.
- ❑ Good at self-direction and motivation.
- ❑ Healthy focus on customer satisfaction – problem solving.
- ❑ Creative ability – enjoy big picture projects.

**EDUCATION**

Bachelor of Arts, (Film, French, Spanish)	University of Canterbury	2006
Philosophy, French papers, extramural	Massey university	2003
TESOL certificate	Trinity College of London	1998

**REFEREES**

Available upon request