



LIAM NOLAN

CONTACT

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 @LiamNolan90

PROFILE

Since graduating from Southampton University in 2012, I have co-founded a startup and was most recently employee number 1 in another. I have been involved in every aspect of starting and growing a business, including business planning, process and product management, product marketing, user and customer acquisition, user experience and web development.

EXPERIENCE

HEAD OF PRODUCT MARKETING ZEALIFY | OCT 2014 - PRESENT



- Hired as employee number 1
- Helped build the product (zealify.com) on WordPress from scratch
- Product Marketing: Streamlining and optimising the product, user journey optimisation, segmentation and analytics
 - Optimised job descriptions to increase engagement by 4x industry average
- Inbound Marketing: Writing blog posts and creating content (e-books, templates and more), social media strategy and scheduling, email marketing
 - Site reached audience of 15,000 monthly candidates organically
 - Reached page 1 of Google for targeted keywords 'Startup jobs', 'London startup jobs' and 'SME jobs'
 - Sent 25,000 emails per month with open rates of 30% and CTR of 4%

CO-FOUNDER FLY THE NEST | SEPT 2013 - SEPT 2014



- Took Fly The Nest from an initial concept, creating a business plan to receive a startup loan under the government scheme, to building a working student accommodation website, which helped students find accommodation while at university
- Built a WordPress website after learning the basics of HTML and CSS as well as developing my skills in design applications such as Adobe Photoshop and Illustrator
- Grew both sides of the market place, with first paying clients (letting agents) and consistently increasing traffic (student house hunters)

MARKETING & COMMUNICATIONS EXECUTIVE FCS GLOBAL | FEB 2013 - MAY 2014



- Played an integral role in the marketing strategy of the company, running marketing campaigns through multiple channels including designing marketing material, organising press releases and campaigns
- Especially involved in the digital marketing of the company, controlling its entire social media and conducting search engine optimisation (SEO) through website analytics
- Managed promotion of the company in the European Business Awards, leading to FCS Global being named as 'National Public Champion'

NON-FOOD ADMINISTRATOR OCADO | NOV 2012 - FEB 2013



- Responsibilities included ensuring product information and images needed on any 'non-food' product pages of ocado.com were present, correct and in the correct format, ranging and delisting new and old product lines and conducting market research on competitors
- Also managed promotions to drive user engagement and increase basket size through personalisation and recommended items
- Included use of HTML



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EDUCATION

BACHELOR OF SCIENCE, MANAGEMENT SCIENCES
UNIVERSITY OF SOUTHAMPTON | 2009 - 2012
SECOND CLASS HONOURS - UPPER DIVISION (2:1)

3 A LEVELS, 1 AS LEVEL, 12 GCSES

CHESHAM HIGH SCHOOL | 2002 - 2009

A LEVEL: MATHEMATICS (A), SOCIOLOGY (A), APPLIED ICT (C)

AS LEVEL: PHYSICS (C)

GCSE: 12 GCSES (A*-B)

ONLINE COURSES

INBOUND CERTIFICATION

HUBSPOT
MAY 2016



HTML DEEPDIVE

TREEHOUSE
JAN 2014



CSS FOUNDATIONS

TREEHOUSE
JAN 2014

FAMILIAR TOOLS

- HUBSPOT
- MAILCHIMP
- GOOGLE ANALYTICS
- TYPEFORM
- WORDPRESS
- CANVA
- TRELLO
- ZAPIER
- SLACK
- GOOGLE APPS

FREELANCE PROJECTS

WORDPRESS DEVELOPMENT

BRADBURY ACCOUNTING SERVICES | 2016

FULL DESIGN, BUILD AND HOSTING OF WORDPRESS SITE FOR LOCAL ACCOUNTANCY FIRM

USABILITY TESTING & COPYWRITING

PEOPLE PER HOUR | 2016

USER JOURNEY ANALYSIS, CONCEPT TESTING, COPY EDITING & PROOFREADING FOR MATCH BETTING TUTORIAL SITE

WEBSITE GRAPHIC DESIGN

UPWORK | 2016

CREATING AND EDITING IMAGES FOR A TRAVEL & TOURISM COMPANY USING CANVA

REFERENCE

"Liam has an extraordinary ability to just 'work stuff out' and get things done. He was invaluable to us at Zealify as someone we could wholly rely on - trustworthy, hard working, and the quality of his work spoke for itself. His strengths lie in being able to deconstruct complex challenges and not just see, but create and execute simple solutions. Liam's not afraid to get stuck in and contributed across the business but his standout skill-sets in product, marketing and support are where his presence was irreplaceable; our users could vouch for that. The biggest mistake would be to underestimate Liam. Don't let his modesty fool you - he's a smart, ambitious do-er who would be a strong addition to any team."

- Andy Parker, Co-Founder of Zealify