

**Peter Michael Norwood**

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**PROFILE**

A senior Ecommerce & Digital marketing professional with a range of experience in digital marketing and ecommerce sales & web operations across the travel, retail and automotive sectors. Proven experience in digital strategy development, team leadership, web management, social media, online advertising (PPC, SEO, display), display media buying and affiliate marketing.

Wide range of architectural web skills including HTML, XML, Javascript, Photoshop and CMS development. Extensive experience in web analytics and MI report development to meet business aims. First-class analytical and problem solving skills.

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**PROFESSIONAL QUALIFICATIONS & AWARDS**

CJ.com	<b>Winner 2006 – Outstanding Personal Contribution to Affiliate Marketing</b>
Google Adwords	<b>Qualified Google Adwords Professional</b>
Google Analytics	<b>Qualified Google Analytics Professional</b>

**EMPLOYMENT HISTORY**

Feb '11 – Current	<b>ASTON MARTIN LAGONDA LTD – DIGITAL MARKETING MANAGER</b>
Feb '10 – Feb '11	<b>TOPPS TILES PLC – ECOMMERCE MANAGER</b>
June '09 – Dec '09	<b>TUI Travel PLC – GENERAL MANAGER - WEB SALES</b>
Aug '08 – June '09	<b>TUI Travel PLC – SENIOR ONLINE MARKETING MANAGER</b> (extra responsibility in addition to role below)
Aug '07 – June '09	<b>TUI UK – HOLIDAYS UNCOVERED BRAND MANAGER</b> (extra responsibility in addition to role below)
Oct. '03 – June '09	<b>TUI UK – E-COMMERCE PARTNERSHIPS &amp; AFFILIATES MANAGER</b>

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**PROFESSIONAL EXPERIENCE:**

**Aston Martin Lagonda Ltd:**

**Strategic Digital Management**

- Responsible for the agency appointment, design and re-launch of AstonMartin.com.
- Responsible for strategic movement of AM.com into an integrated Marketing / CRM platform in conjunction with Microsoft AX roll out.
- Managed integration of front-end design within ADX Studio CMS and subsequently Sitefinity CMS.
- Introduced IP recognition functionality and multi-lingual AM.com versions.
- Sole responsibility for digital content development and effective use of web platform to drive global business.
- Defined specification and managed development of a new car configuration platform including CAD image development.
- Managed global team of content executives.

**Social Media Management**

- Management of all global social media platforms for Aston Martin including tone of voice development, app development and content sourcing.
- Introduced social media advertising campaigns on Facebook and Twitter.
- Grew following on Facebook from 600k to 1.4m in less than twelve months through active content management and repositioning of strategic goals.
- Responsible for '1m Facebook Fans' celebration including agency appointment.
- Co-ordinated launch of Aston Martin presence on Sina Weibo and YouKu within China.

**Topps Tiles PLC:**

**Strategic Online Channel Management**

- Responsible for the re-launch of the Topps web channel including strategic positioning analysis.
- Managed web platform migration, redesign and database restructure.
- Co-ordinated launch of new product range on to Topps website including enhanced data feed processing and automated product categorisation.
- Set up new PPC, display and affiliate campaigns and defined SEO requirements for short and long term growth.
- Full control over on-site messaging, merchandising, promotional strategy and reporting.
- Management of four online support executives.

**TUI Travel PLC:**

**E-commerce Sales & Operations**

- Responsibility for hitting sales delivery forecast on Thomson.co.uk & FirstChoice.co.uk
- Full control over on-site messaging and merchandising.
- Control over online discounting strategy and optimisation of channel distribution cost.
- Responsible for on-site developments directly impacting sales conversion.

**Website / Brand Management (Holidays-Uncovered.co.uk)**

- Co-ordinated company purchase of Holidays-Uncovered.co.uk - negotiation through to due diligence and final completion.
- P&L and budget management responsibility.
- Lead team of developers in redesigning, rebuilding and re-launching the site (SEO & usability focus).
- Managed Google Adwords, Yahoo and Bing campaigns.
- Negotiated third party advertising and partnership deals.
- Defined content layout and co-ordinated scripted and crowd sourced copy.

### **Online Partnerships & Affiliates**

- Treble digit year on year growth in Thomson Holidays & Portland Holidays affiliate schemes, vastly exceeding forecast and delivering 30%+ of online sales. Over 6000 active affiliates.
- Negotiation, optimisation and management of TUI partnership deals with AOL, eBay, Tiscali.
- Implementation of independent partner tracking scheme to reduce costs
- Design, launch and maintenance of independent affiliate tracking solution.
- Management of brands on Commission Junction, TradeDoubler & Affiliate Window networks.

### **Paid Search Marketing**

- Qualified Google Adwords Professional
- Campaigns set up, managed and optimised through Google, Yahoo and Bing.
- Extensive knowledge of search industry trends and developments.

### **Website Revenue Generation (Third Party Advertising)**

- Completed RFP and appointment process for PLC wide third party advertising supplier.
- Co-ordinated on site adserver to manage media buys, house ads and strategic partnerships.
- Monitored and optimised performance for highest revenue return for lowest business impact.

### **Web Analytics**

- Implementation of TUI web analytics strategy, experience with Omniture & WebTrends,
- Completed RFP and appointment process for Thomson.co.uk analytics solution.
- Expert user of Google Analytics including custom segment analysis and tag adaptation.
- Path of least resistance analysis completed to optimise flows through complex site.
- Support of online marketing campaigns (including affiliate programme) by analysing campaign profiles and customer journey from initial contact through to conversion / registration.

### **Display Advertising Campaigns**

- Managed and negotiated media plans for tenancy and run of site deals.
- Briefed creative agency to provide effective display creative that supports on and offline campaigns.

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## **ADDITIONAL INFORMATION:**

### **Agency Relationships**

- Web Design – R/GA London, 360 Solutions, Bloom Digital, Freestone Creative
- Web Development – Engage Inc., 360 Solutions, Tangent Snowball
- Social Media – iSpy Marketing, We Are Social, Content&Motion
- Media Planning & Buying – MediaCom, MediaContacts, RBG, AOL
- Affiliate Marketing – Commission Junction, TradeDoubler, Affiliate Window

### **Other Relevant Skills**

- Working knowledge of HTML, XML, Javascript, Photoshop, Dreamweaver.
- Excellent knowledge of internet architecture.
- Extensive use of Hitwise, Comscore and Nielsen Web Metrics

### **Memberships**

- Chartered Institute of Marketing – 2004 to present
- Member of Mensa – 1995 to present

### **Education & Qualifications**

- Degree - BA HONS Business Studies, Coventry University
- CIM – Professional Diploma