

CHRISTOPHER JOHN PEAT

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An online media specialist with 7+ years experience providing solutions, strategy and marketing for charity, commercial and education based organisations. I have a proven ability in B2B and B2C increasing sales through online channels, reducing operating costs through enhanced efficiencies and managing digital projects ranging from 1 week to 2 years in length

EMPLOYMENT

Oct 2009 - Present
The College of Teachers
London

Learning Technology Officer; creating online revenue streams through creating an e-learning platform, enhancing and developing the organisations online presence through open source tools and developing social media and e-marketing channels

Feb 2009 - Oct 2009
Institute for Optimum Nutrition
London

eBusiness Manager; developed online activities including e-learning courses, raising online presence, search engine optimisation, increasing customer recruitment through online micro sites, managing A/V production team and developing the foundation of a £80k DTI funded 2 year project to create professional services within the nutrition industry

Feb 2007 - Feb 2009
London South Bank University
London

KTP Associate; Project managed a Knowledge Transfer Partnership programme between LSBU and The Institute for Optimum Nutrition creating e-learning capabilities and e-marketing solutions, increasing operational efficiencies and conducting academic research

Oct 2003 - Feb 2007
Comprehensive Solutions Ltd
Midlands

Web designer / developer; creating online solutions including property portals, recruitment, ecommerce and large scale affiliate sites. Gained client facing skills and commercial level technical skills. Developed the product portfolio and trained junior staff to mid-weight level

EDUCATION

2007 - 2010
London South Bank University
London

Master of Business Administration (MBA) - Merit
Postgraduate degree in Business Management including Marketing, Strategic Management, Consultancy, Finance, Human Resources and Financial Management. Dissertation based on online strategy

2001 - 2003
University of Salford
Manchester

BSc(hons) Multimedia and Internet Technology - 2:1
Undergraduate degree in Multimedia, Graphics programming, Design, Video and Audio production, Multimedia protocols, Computer technology

PROFESSIONAL DEVELOPMENT

Drupalcon, Copenhagen
London South Bank University
SALT Conference, Washington
ACDE Conference, Lagos
Harlequin Training, London
How to Moodle, London
KTP Residential 1
KTP Residential 2
KTP Residential 3

Attended conference on Drupal, an open source tool
Plain English for websites
Submitted academic paper for presentation
Presented at African Council for Distance Education
Video for the Web
Moodle Course Creator & Administrator
Project Management
Marketing and effective communication
Finance and performance management

INTERESTS

Music, travelling, cooking & photography

REFERENCES

Available upon request