

GREG LOCHRIE

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EXPERIENCE

Freelance Web Design & Digital Marketing | www.greglochrie.co.uk

January 2019 - Present

After the closure of ACA Sports I was keen to focus back on the Web Design and Digital Marketing and took on two clients shortly thereafter and have continued to build my portfolio since. I have developed a selection of websites including ecommerce sites with membership and course building capabilities as well as providing digital marketing support to companies looking to improve their online presence.

Ecommerce Director | ACA Sports Limited

APRIL 2016 – JANUARY 2019

As a Director of the company I was able to add to my experience as Ecommerce Manager with business management, B2B, finance, buying and even payroll and accounting. By taking on these extra responsibilities alongside my ongoing duties, I gained valuable insight into merging business needs with our digital projects from a vantage point I had never had as a web developer and marketer only.

Ecommerce Manager | ACA Sports Limited

JANUARY 2007 – APRIL 2016

As the company grew, the Web Team grew and I lead a team of 3-4 in all areas of Ecommerce, including the launch of our first Wordpress blog in 2010, developed and worked on marketing campaigns with organisations and brands such as Kellogg's, Adidas, Nike, SFA, SPFL, England Netball and a host of Scottish pro teams, developed a new Magento ecommerce website in-house which replaced the original osCommerce site. I oversaw all SEO, PPC, Social Media Marketing, Email Marketing and Web and Graphic design used in our online promotions. I also provided and used analytics and reporting to aid buying and strategy within the company.

Web Manager | ACA Sports Limited

OCTOBER 2004 – JANUARY 2007

I started at ACA with the intention of going back to University to study Computing. The role began with basic content creation for an expanding website under guidance from a Business Gateway funded digital advisor and SEO, before quickly leading to my becoming the Web Manager in charge of all in house content creation and copywriting, SEO, PPC and Email Marketing in what was at the time a new field.



EDUCATION

Abertay University

2002-2004

I studied Sports, Health & Exercise to HND level.

Auchmuty High School

1996 – 2001

I studied through 6th year gaining English (B), Computing (B), Physical Education (B), Modern Studies (C), Geography (C) at Higher.



SKILLS

- Web Design (Wordpress, Square Space, Shopify, Magento)
- Search Engine Optimisation
- PPC
- Email Marketing
- Analytics & Reporting
- Copywriting
- Photoshop & Illustrator
- Photography
- Social Media



A LITTLE ABOUT ME

I am an active person who plays football, golf and loves the gym, even if it doesn't seem to love me. I also play guitar, like photography (3 x Flickr Explored!!!) and love movies and music. I can also change a light switch / socket and, having once laminated a hallway, consider myself an accomplished handyman / joiner.