



Skills Search Marketing : Fullstack Dev : Web Coding : Animation : Composer



10 years experienced online marketer and website optimiser, potentially the first person in the country to pass the Google Analytics exam and also a Google Adwords Certified Professional, Tom is a guru of high performance digital marketing. As director of Tomachi Corporation he consults with his clients on the setup and editing of websites, analytics, social media and marketing campaigns. A recent SEO project involved creating a responsive style sheet for the homepage of funk.co.nz to satisfy Google's new mobile usability guidelines.

He has worked with over 140 clients such as Fletcher Building, Snowplanet, Trustpower, Search Republic. Tom has previously worked as Online Marketing Manager for Stray / Spaceships and Search Republic; SEO Manager for ACP Media's Trader Group; as a consultant at formerly First Rate now known as First Digital.

Key Skills

- Search Engine Optimisation and Internet Marketing (SEO & SEM)
- Expert in SEO, Web Analytics and PPC/Performance advertising models
- Google Adwords Certified Professional exams passed in: 2007 / 2009 / 2010 / 2013
- Google Analytics Individual Qualification 2009
- 17 years web design experience 10 years online marketing 25 years drumming
- Advanced abilities with HTML, CSS, JavaScript, Regular Expressions
- Adobe CS: Photoshop, Flash, Dreamweaver, InDesign, Illustrator
- Familiar with PHP, Apache, and basic Linux and database admin
- International session drummer for Breaks Co-op, SJD, 'one million dollars'
- Performed on four international tours, incl. support Rogers Waters Hyde Park
- Music video production and editing using Final Cut Pro and Premiere
- Audio recording, engineering and production experience for broadcast / pressing
- Copy writing: 3 blogs, two articles for NZ Musician Magazine in 2003/4
- Broadcast video editing experience on Max TV, Alt TV

Employment and Work Experience

Director – Tomachi Corporation – tomachi.co – Freelance website design, WordPress site maintenance, Social Media Management and e-Business Consulting, Audio/Video.

Production.

February 2014 – present

During this time:

| | | |
|---|--|-------------------------|
| Aspire Property Management | – aspireproperty.co.nz | (Adwords) |
| Big Brands Online | – bigbrandsonline.co.nz | (devops) |
| Playtech | – playtech.co.nz | (Google Analytics) |
| Awaken Direct Democracy Project | – awaken.guru | (NodeJS development) |
| LendingTalk | – lendingtalk.nz | (WP site setup) |
| Raven Arts Ltd - stock options contract | – raven.tomachi.co | (contract writing) |
| 3ō Aum Productions | – aum.co.nz | (WP site setup) |
| Static HTML code homepage redesign | – funk.co.nz | (high-end html5 layout) |
| Solar Network NZ | – solarnetwork.nz | (WP site and forum) |

Senior Digital Marketing Consultant – Pure SEO – www.pureseo.co.nz

March 2013 – February 2014

Online Marketing Manager – Stray and Spaceships www.straytravel.com

September 2011 – December 2012

Oversee all SEO, paid search marketing, email, support social marketing staff, design link building campaigns, advise on how to improve website marketing effectiveness through

advanced Google Analytics configurations, conducting accessibility and usability testing to identify problem areas onsite.

Freelance Web Work

SEO work for Localist via ClickThrough SEO agency, Flash editing for Spooksworld, Local Business Consulting clients (Dramarama, Mello Café, Liquorbox Wine), Partner with Ballantyne Taylor (B2B marketing agency) in the setting up of an online marketing division.

Online Marketing Manager – Search Republic www.searchrepublic.co.nz

January 2010 - June 2011

Initially employed as Adwords Specialist, promoted to Online Marketing Manager to reflect the full scope of responsibilities of adwords, advanced analytics configuration, usability testing, seo, link building, email marketing, conversion rate optimisation, social media.

SEO Manager – Trader Group / ACP Media Ltd – www.autotrader.co.nz

July 2009 – January 2010

6 month fixed term contact doing pure on-page SEO recommendations for the Trader Group range of websites, and assisting with implementation of previously commissioned SEO from outside agencies, install and configure automated ranking measurement software (AWR).

Internet Marketing Consultant – First Rate Ltd – www.first-rate.com

December 2006 – July 2009

Working in a team of consultants providing search marketing campaign research, setup, maintenance, reporting to clients, strategy development, email marketing, analytics.

Drummer for Breaks Co-op UK Tour

April 2006 – September 2006

Business Computing Tutor – Sir George Seymour College of Travel – sirgeorge.co.nz

2005 – April 2006

Tutored adult students on MS Windows OS theory and Office applications to NZQA National Certificate in Computing Level 3.

Freelance Website Designer producing Flash and HTML websites for Auckland District Health Board, Paradigm Design, The Learning Curve, Vodafone, Lateral Profiles, and The Hearing House Charitable Trust. Worked with Lateral Profiles to produce an online Flash that connects remotely for New Zealand's first live SMS Txt-2-Screen installation at the Vodafone X-Air event in Wellington 2002. Texts sent by partygoers were screened almost instantaneously on a large projector screen at the event. 2002-2005

HTML Production Designer – Advantage Group Ltd. I worked in a successful team employed by several major clients, including Sanitarium, Meridian Energy and Waitakere City Council. Worked closely with art directors to produce sites to their designs in Photoshop and Illustrator. 2000-2002

www.meridianenergy.co.nz

www.sanitarium.co.nz

www.sanitarium.com.au

www.skycity.co.nz

www.waitakere.govt.nz

www.whitepages.co.nz

www.yellowpages.co.nz

www.zfree.co.nz

www.ztalk.co.nz

Web Team – IHUG – www.ihug.co.nz (now vodafone.co.nz)

Produced websites for clients such as The International Laugh Festivals ('98 and '99)
Unix root admin running Apache on Solaris using SSH. 1997-2000

Camera operator – Toonz Animation Ltd – Cell-based animation studio work for The Third Pig and several episodes of the successful Disney children's television series Timon and Pumba. Operate Amiga2000 line test system. 1995-1996



Qualifications

2013 Google Adwords Professional
2013 Attend Google Engage training events
2011 Attend Google Think:Travel training conference Sydney, Australia
2011 Google Certified Professional
2009 Google Adwords Professional
2009 Google Analytics Individual Qualification
2009 Attend Adobe Flash Forward conference
2008 Attend Search Engine Bootcamp conference
2007 Google Certified Professional
2005 Tutor for National Certificate in Computing (NZQA), SGS Tourism College
2001 Macromedia ColdFusion level 1, Delta Software Ltd.
1999 Macromedia Flash 4, Native Design Institute.
1997 Digital video editing course, Whitecliffe College of Art and Design.
1997 Computer science paper 415.101 Java Programming, Auckland University.
1995 First year studies for Bachelor in Design (Visual Communications) at Unitec.
1995 Alias PowerAnimator Level 1, Unitec Silicon Graphics lab.
1994 A Bursary
1994 Computer Animation, AIT, using AutoDeskAnimator.
1993 Introduction to CAD, Manukau Polytechnic, using AutoCadR12.

Hobbies, Interests and Achievements

Broadcast Film and Video: Edited for broadcast on Max TV both a comedy skit for duo Sugar & Spice, and a music video. **Youtube:** music videos in Adobe Premiere for bands The Roughness, Tomachi, and The Triptonites; screen captures with voice over.

- Full NZ driving license
- Full Motorcycle license
- 80 Words per minute typing speed

References:

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|----------------|-----------------|-----------------|
| Richard Conway | Mike Ballantyne | Heather Bailey |
| Director | Director | General Manager |
| Pure SEO Ltd | Search Republic | Stray Ltd |

 Certification Program

Official Google certification profile:

LinkedIn Profile:

Corporate website:

tomachi.co/about/hire-me

[linkedin.com/in/tomatkinson](https://www.linkedin.com/in/tomatkinson)

tomachi.co

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