

# ANDY MORLEY

SEO SPECIALIST & WEB DESIGNER



## COMPANY DIRECTOR

### CONTACT INFORMATION

[andy@andymorley.co.uk](mailto:andy@andymorley.co.uk)  
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Ilkeston  
Derbyshire  
DE7 5AH

### SOCIAL MEDIA

[www.twitter.com/@andy\\_morley](https://www.twitter.com/@andy_morley)  
[www.facebook.com/AndyMorleySEO](https://www.facebook.com/AndyMorleySEO)  
[www.linkedin.com/in/andypmorley](https://www.linkedin.com/in/andypmorley)  
[www.youtube.com/c/AndyMorley](https://www.youtube.com/c/AndyMorley)

### MY WEBSITES

[www.andymorley.co.uk](http://www.andymorley.co.uk)  
[www.kumodigital.co.uk](http://www.kumodigital.co.uk)  
[www.evolution-media.co.uk](http://www.evolution-media.co.uk)

### SKILLS

SEO (Search Engine Optimisation)  
PPC (Pay Per Click)  
Web Design  
Keyword Research  
Content Production  
WordPress Website Development  
Ecommerce  
Video Editing & Production  
Company Management  
Team Management

## ABOUT ME

D.O.B: 16/06/1981

I am a highly experienced digital marketing specialist and company director having ran my own successful digital marketing agency since 2011. I have worked within the web industry since 1999 and have many years of experience in designing and building commercial websites as well as delivering highly effective digital marketing campaigns for my clients for over 22 years.

You can read more about me on my website – <https://www.andymorley.co.uk>

## WORK EXPERIENCE

### FOUNDER/DIRECTOR – KUMO DIGITAL (TWDG LTD)

6 David Lane, Nottingham, NG6 0JU

Nov 2011 - Present

Kumo Digital is a multi-service digital marketing agency specialising in SEO & PPC. Kumo are a Google Certified partner agency and were part of the "Google Elevator" programme in 2017.

My role within Kumo is to oversee the management of the business on a day to day basis, including management of our staff, handling "new business" & sales as well as implementing SEO strategies for our key accounts.

### FOUNDER/DIRECTOR – EVOLUTION MEDIA MARKETING LTD

20 Ashdale Road, Ilkeston, Derbyshire, DE7 5AH

July 2019 - Present

Kumo Digital is a multi-service digital marketing agency specialising in SEO & PPC. Kumo are a Google Certified partner agency and were part of the "Google Elevator" programme in 2017.

My role within Kumo is to oversee the management of the business on a day to day basis, including management of our staff, handling "new business" & sales as well as implementing SEO strategies for our key accounts.

### CONSULTANT – ANDY MORLEY SEO & WEB DESIGN

20 Ashdale Road, Ilkeston, Derbyshire, DE7 5AH

1999 - Present

Since 1999 I have been providing website design & digital marketing services to clients and as a freelancer for other digital agencies within the UK. Since 2005 I have been a specialist in SEO. My first customer in 1999 remains a client of mine to this day, something which I am extremely proud of.

### HEAD OF ECOMMERCE – TOWER HEALTH LTD

Unit 24, Wilford Industrial Estate, Nottingham, NG11 7EP

Mar 2012 – Nov 2012

I headed up the Ecommerce department at Tower Health, managing and redesigning their Magento ecommerce websites. I was also responsible for their Social Media, SEO and PPC campaigns as well as developing Email Marketing campaigns and customer journeys.

### HEAD OF SEO – ADTRAK LLP

Level 3, Chapel Quarter, Main Marian Way, Nottingham, NG1 6HQ

June 2009 – Feb 2012

Following my role as Head of Website Design I was asked to create a digital marketing team for the business. I was responsible for building the team of digital marketing specialists and managing this team. I would also develop marketing strategies for our clients and was responsible for the delivery of these strategies.

### HEAD OF WEB DESIGN – ADTRAK LLP

Level 3, Chapel Quarter, Main Marian Way, Nottingham, NG1 6HQ

Feb 2005 – June 2009

I joined Adtrak in 2005 as their first web designer when they made the move away from print based advertising. In my time as Head of Web Design I was responsible for building a team of website designers and overseeing all production of client websites.

### WEBSITE DESIGNER & IT TECHNICIAN – LEENTECH LTD

43 Alexandra Street, Nottingham, NG5 1AY

2004 – Feb 2005

I joined LeenTech after completing my studies at University as their sole website designer. I was also responsible for IT Support for their clients.

## EDUCATION

### NOTTINGHAM TRENT UNIVERSITY, 2002 - 2004

HND In Multimedia - Distinction

### UNIVERSITY OF DERBY, 2000 - 2002

HND In Computer Studies - Distinction

### ILKESTON SCHOOL 6<sup>TH</sup> FORM, A LEVELS, 1998 - 1999

Art & Design – A\*

Biology – B

Chemistry - B