

# CHRIS BOYES

B.A. (Hons), M.A.

---

Phone UK: +44 (0)7876 187 105 / CN: +86 134 2928 6954 Online crboyes@gmail.com / crboyes.com

---

## PERSONAL STATEMENT

I'm an ambitious, versatile and business-minded Nottingham University masters graduate with a creative edge, an entrepreneurial streak and with tangible experience in PR and marketing. I have also created and managed a number of successful and profitable web-based businesses.

## EDUCATION

---

Master of Arts, Contemporary Chinese Studies September 2010 - September 2011  
University of Nottingham, Ningbo, China  
(Graduated with Merit)

---

Bachelor of Arts (Hons), Human Geography September 2005 - September 2008  
University of Nottingham, UK  
Graduated with a 2:1

---

Secondary Education September 2000 - June 2005  
Kingston Grammar School, Surrey, UK

### A-Levels

- Politics - A
- History - A
- Geography - A
- Physics - B (AS-Level)

### GCSEs

- A\* - Geography, History, English
- A - Maths, Physics, Biology, Chemistry, English Literature, French, Design Technology

## WORK EXPERIENCE

---

Web-based business owner/developer September 2009 - June 2010  
Self Employed

Founded and maintained a successful and profitable online gaming promotions website. By its second month the website was earning a net monthly profit of over 5500usd. Work included liaising with advertisers and sponsors; managing the outsourcing of technical tasks; analyzing relevant visitor data; and adjusting the website accordingly to ensure sustained growth. The website enjoyed a continual and stable profit until eventually being sold prior to starting my post-graduate study.

### Transferable skills and experience:

- Digital and online marketing techniques
- Performance analysis, benchmarking and target-setting
- SEO and web analytics
- Budget management and financial risk taking
- Project outsourcing

Worked on temporary and part-time projects for Electronics Marketing Limited; a UK high-tech PR agency operating with clients in Europe, USA and Asia-Pacific. Tasks included analyzing and classifying editorial and press comment to ascertain positive, negative or neutral coverage; researching prospective clients; and consulting on SEO strategies in order to increase web-presence surrounding key industry search terms.

*Transferable skills and experience:*

- *Research and competitive analysis*
- *Knowledge of online and printed media*
- *SEO strategies*

Worked in the offices of Clarendon Care; a personal health care and home care agency based in Kingston, South-West London. I was responsible for the handling of multiple simultaneous work streams including the management and co-ordination of over forty staff members, care assistants and nurses; the monthly production of key performance indicator reports; and the procuring of new contracts from relevant local healthcare authorities and private clients. Throughout the course of my contract I was willing and able to influence decision making up to boardroom level, and continually proved my aptitude for relationship building, dispute resolution, and internal and external management practices.

*Transferable skills and experience:*

- *Analysis and production of KPIs*
- *Staff co-ordination*
- *Business development*
- *Frontline customer service and dispute resolution*

## **KEY SKILLS**

### **Personal Skills**

- *Understanding and experience of basic marketing principles: product, pricing and promotion strategies*
- *Experience with the implementation of business monitoring methods and identification of KPIs*
- *Experience in the sub-contracting and ongoing management of web-based work on a global scale*
- *Practical understanding of key search engine optimization and online marketing techniques*
- *Willingness to take calculated risks: have successfully invested significant personal capital in web-based projects*
- *Familiarity with basic database management and data entry*
- *Previous work-experience in front-line customer service and dispute settlement*
- *Ability to work both independently and within a team, with a willingness to take instruction and learn from others*

### **Computer/Software**

- *Windows and Mac OS*
- *Microsoft Office - Word, PowerPoint, Excel, Outlook*
- *Adobe Photoshop*
- *Adobe DreamWeaver*
- *QuarkXPress*
- *Proficiency in HTML, CSS, web-design and web-development*
- *Proficiency with Web-based applications such as Google Analytics, Google AdSense and Microsoft AdCenter*

### **Languages**

- *Native English*
- *Beginner Mandarin (ongoing study)*
- *Basic French*