

MyBlurb



I am an experienced Internet Marketer, created and promoted various international web platforms. I've worked for start-ups, medium and big businesses, worked for myself and in private and public sectors. I live to communicate and try to include touches of infectious humour in everything I do.

MyAmbitions

Be featured in Wired Magazine
Write a book
Travel as many countries as my age
Enjoy every year more than the last



MyContact

Adam Fletcher

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MyExperiences



Chief Entertainment Officer - (Sept 2005 – Present): Collection of approx 10 personal and business websites.



/Social Media Marketing. Traffic building amongst industry peers, forums and social networks like Facebook, or Twitter.

/Content sourcing and management. Writing entertaining content for the web, to an audience of 1000's and also overseeing my own team of 5 content writers.

/Website Optimisation. Primary income is from my network of affiliate websites, I'm experienced with SEO/SEM/PPC, website optimization and campaign management via Google Adwords.

Internet Marketing Specialist - Auckland, NZ (April 2008 - April 2009): Internet marketing strategy for existing products, creation and delivery of new online backup platform Virtual Mobile.



/Product Management of Virtual Mobile. Overall product management of new web platform Virtual Mobile, broadly responsible alongside Marketing Manager for delivery, concept, naming, pricing, features, design, marketing and product management.

/Website Migration Project. Transition of legacy website into customized CMS system to simplify data management and increase conversion.

/Customer Support. Reengineering of customer towards three tiered community based model.

Industry Ambassador - Leipzig, Germany (June 2006 - Jan 2008): Brand Evangelist, responsible for growing reputation of this mid-sized (350 employees/10 countries) .com company.



/Spreadshirt "Brand Champion". Liaising with internal stakeholders and external agency to create/implement a new Brand Roadmap.

/Online Networking/Evangelism. Networking with Industry Peers, using new media tools to connect with potential partners. Arranging sponsorships, attending events, giving presentations, management of Spreadshirt Forum and Blog.

/Open Logo Project 1.6. Project management of the [Open Logo Project 1.6](#) a crowdsourced design contest, responsible for concept, marketing plan, platform, finding media partners and promotion. Contest received over 200,000 visitors and 9000 submissions in 8 weeks.

/Copy Writing. Writing website content, corporate blog, press releases, partner newsletter (cir 20k+).

Sales & Operations Co-ordinator - Reading, UK (June 2004 - August 2005): Sales, Operations and Reporting role in the Small Business Division. Managing websites, newsletters, and reporting.



/Department "Communications Champion". Running a number of communications (Newsletters etc) internally and externally to partners.

/Project Management. Including development of a reporting tool to monitor partner sales. This tool was so successful it was later implemented in every Microsoft subsidiary in Europe, The Middle East and Africa.

MyEducation



BA (hons) Business Information Systems, Nottingham Trent Uni (2:1)

Dissertation: Decreasing the risk of product development using Virtual Communities and Crowdsourcing - a study of Threadless

A-Level Business Studies (A), Computing Science (C), AS-Level Film Studies (A), Media Studies (B), Comm Studies (C)

Cited expert and speaker at events in Europe and at MIT on Open Innovation, Crowdsourcing and Virtual Communities.

MyLanguages



Pretty good, sometimes.



Ich habe zwei kaninchen, was moechtest du trinken?



Lávate las manos.

MyInterests

