

# Andrew Waterhouse

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## PERSONAL OVERVIEW

Proven Operations Manager with a track record of elevating agency performance and client satisfaction. Adept at orchestrating seamless collaboration with diverse teams and outsourced resources, ensuring efficient project delivery. Skilled in nurturing client relationships through meticulous reporting and feedback channels, leveraging innovative tools to drive ROI. Adept in winning tenders, upselling services, and representing brands within the community. Known for technical prowess in complex WordPress development, introducing services, and implementing strategies for continual improvement, fostering an innovative and optimized agency culture. Experienced in team leadership, project management, and driving revenue growth through website enhancements and strategic business initiatives. Actively seeking a new role due to Courageous being dissolved.

## PROFESSIONAL EXPERIENCE

### Operations Manager - Courageous | April 2023 to Present

- Collaborated with outsourced development and design teams, ensuring seamless project management and effective communication.
- Managed customer relationships by providing regular reports and feedback via Asana, email, and the Freshdesk platform, ensuring a high level of client satisfaction and engagement.
- Engaged in the tender process through government portals, quoting customers for services while strategically upselling additional offerings to maximize revenue.
- Acted as a brand ambassador by representing the agency within the local community, participating in activities such as interviewing college students, fostering positive relationships and promoting the agency's values.
- Led complex WordPress development projects, specializing in functionalities like order management, shipping configurations, membership subscriptions, tax benefits (e.g., gift aid), and geo-restrictions for specific content, showcasing a strong technical expertise.
- Introduced innovative services such as heatmap reports, leveraging tools like Microsoft Clarity, to provide clients with actionable insights aimed at enhancing their return on investment (ROI) and improving overall marketing strategies.
- Implemented strategies for continuous improvement, identifying areas to streamline workflows and enhance operational efficiency, fostering a culture of innovation and optimization within the agency.
- Websites supported included WordPress, Shopify, BigCommerce, Strapi and Magento.

### Operations Manager - Greenlight Web/Greenlight Computers | March 2021 to April 2023

- Guided a team of seven, overseeing projects and weekly meetings.
- Enhanced website performance, achieving a 200% increase in lead conversions via security, speed, and SEO.
- Orchestrated the modernization of Greenlight Web's website, overseeing content creation, design specifications, and agile team collaboration.
- Secured £65,000+ profit by winning project bids, including a £12,500 office refit, while actively pursuing Blue Orchid projects.
- Balanced workload, acted as a client liaison, and facilitated sales, managing escalations and fostering team growth.
- Directed hiring processes, integrating two Kickstart program hires into the permanent Greenlight Web team and upskilling staff.
- Served as a liaison between Greenlight Computers and Greenlight Web, implementing Asana and Harvest for enhanced project management.
- Optimized services, streamlined subscriptions, and managed company finances, saving £5000+ annually and implementing the first rate increase.
- Spearheaded SharePoint rollout, creating a new intranet for business and as a sales asset for Greenlight Computers.
- Introduced and managed new products like social media advertising and LastPass within the company's offerings.
- Presented growth opportunities to senior management and actively engaged in securing new leads at business networking events.
- Organized company events and earned respect as a valued member of the organization.

## Web Designer - Engage Web | Aug 2020 to March 2021

- Designed and developed custom websites using HTML, CSS, and WordPress, as well as created marketing funnels to drive conversions. Managed social media ad campaigns and provided ongoing website maintenance and updates for clients.
- Designed and created visually appealing infographics, presentations, social media assets, and brochures using Adobe Photoshop.
- Provided back-end website support, including configuring WHM and managing server-side

## Second Line Analyst - Ebb3 | March 2019 to Aug 2020

- Launched a new IT service desk, including setting up a ticketing system and processes.
- Designed and implemented a new intranet for the company, improving the management and organization of policies and procedures documents for ISO 27001 compliance.
- Designed and developed a new, optimized company website that effectively communicated the company's messaging to partners such as Dell and Citrix, resulting in an increase in leads.
- Provided support for McLaren in Citrix VDI environments, enabling their designers to use the company's GPU-powered VDI platform to design new cars.

## Second Line Support Engineer - Adept4 | May 2018 to March 2019

## IT Support Analyst - Travel Counsellors | Jun 2016 to May 2018

## IT Technician - Dame Alice Owens School | May 2014 to Jun 2016

Work experience from over ten years ago can be discussed in the interview.

## EDUCATION

### 1<sup>ST</sup> Class Honours - BSc (Hons) Computer Science University of Hertfordshire

#### Dissertation Details: Artificially Intelligent Pac-Man (74%, First Class)

Developed an automated program that successfully played the retro game Pac-Man, iteratively improving the program through testing. The report and program can be found in my portfolio.

**A Levels:** Business Studies: A, ICT: B, Geography: B. **BTEC National Award:** Media Studies: Merit. **GCSES:** All GCSEs B-C

## HOBBIES, INTERESTS AND PERSONAL PROJECTS

**The Fly Who Flew Too High** is a children's fiction story written and published by me as a tribute to my daughter. With stunning artwork and original storyline, its popularity briefly topped The Hungry Caterpillar and has rave reviews from parents.

**There's No Place Like Summer Camp** is my non-fiction travel writing book, detailing my experience volunteering with Camp America. The book is available on Amazon and other retailers with the aim to spread word about the transformative power of volunteering at an American summer camp. I promote the book through a podcast in the same name, together with social media and speaking engagements, resulting in a passionate niche and positive reviews.

**My YouTube Channel, CraftedGenius** has generated over a million views, using this outlet to showcase my creativity and passion for gaming.

## ACHIEVEMENTS

### Recent Certifications

1. ITIL Foundation Certified
2. Google Digital Garage - Digital Marketing Certified
3. Asana Ambassador

### University Scholarship

Awarded a Chancellors Scholarship at the University of Hertfordshire in recognition of exceptional academic achievement.