

CURRICULUM VITAE

SETH FRANCIS NICHOLS

Nationality: British

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I am a freelance SEO, SEM and SMO consultant based in Barcelona. Educated to Masters level, I have over ten year's web experience. Initially I worked as a web designer and user experience consultant in the fields of advertising and marketing before dedicating myself to online marketing consultancy.

I am able to create sites from the initial concept and design using tools such as Photoshop, Illustrator, Flash and Fireworks, through to their implementation using hand written XHTML and CSS code (written without tables), including with CMS tools such as Joomla.

SEO clients include Cooltra Scooter hire, Production Paradise Film and Photo Production Media, Helpmycash.com mortgage sales, Feelathome Apartment lettings and UK novelist Aly Monroe.

My web design experience includes working for Zentropy Partners Web Design agency in London (twice winners of the UK Web Design Agency of the year award in 2001, 2002), Cambridge University in England, Binaria Web Design agency in Barcelona, Travel Industry Corporation Amadeus in Madrid, Red Fig Interactive TV in London, and the National Gallery in London.

Fluent in Spanish and with a high level of French and Catalan, I also have worked in multi-cultural, multi-lingual teams and have managed projects working in these languages.

EDUCATION

- Masters in the 'Man-Machine Interface' from York University, England.
- Bachelors' degree (2.1) in Anthropology and Art History from the University of Manchester in England.

WORK EXPERIENCE

June 2007 - ongoing [Freelance SEO, SEM, SMO and Web Design](#)

Projects I have on the go include working for financial consumer choice start up Helpmycash.com, Cooltra Scooter Hire, a photography agency - Productionparadise.com, and an online Barcelona apartment letting agency - Feelathome Apartments.

March 2007 – June 2007 [Web Designer for GSI Commerce. Barcelona, Spain](#)

I worked as a front end web developer and designer on multi-lingual ecommerce sites, including with clients such as Timberland, Logitech and Skype. Tools include Photoshop, CSS2 and XHTML.

February 2006 – February 2007: [Web Marketing Consultant for Amadeus. Madrid, Spain.](#)

I worked as a web marketing consultant in the Corporate Marketing web team, responsible for offices in 28 countries worldwide.

October 2005 - February 2006: [Designer for Andromedical. Madrid, Spain.](#)

I worked as a web and graphic designer in a medical aesthetics company on arrival in Spain.

May 2003 - August 2005: [New Media Designer. University of Cambridge International Exams: Cambridge, England.](#)

Design and development of all University web and CD ROM projects within marketing department. Development with XML/XSLT, Content Management systems (Zope, Plone, Gauss).

November 2002 - March 2003: [Freelance Web Designer. The National Archive. London, England.](#)

May - July 2002: [Freelance Web Designer. The National Gallery. London, England.](#)

Design and development of the galleries corporate sponsorship site.

July 2000 - Mar 2002: [Web Designer and Information Architect. Zentropy Partners, London, England.](#)

I worked on creative design projects for clients including Microsoft, Compaq, Reebok, Natwest, PWC, Fidelity Financial Services, General Motors, AMP, Maybelline, Nestle and Unilever. I also worked as an Information Architect for 6 months.

Dec 1999 - July 2000: [Web Assistant. Red Fig Ltd.](#)

I designed visual asset materials for BBC interactive TV programs.

PORTFOLIO SAMPLES

Design

General Motors: <http://www.opel.de>

I created the design of the site look and feel, and worked as Information Architect on the My Opel and the online car configuration sections.

National Gallery of London: <http://www.nationalgallery.org.uk/corporate/>

I designed and built the galleries Corporate Sponsorship site solo. The user ID is 'Corporatemember' and the password is 'Trafalgar'.

Maybelline: <http://www.maybelline.it>

Design and development of the European site.

Microsoft: <http://www.microsoft.com/uk/skills>

Information architecture and Photoshop design of the Microsoft UK skills site.

SEO - Freelancing for both my own direct clients and for agencies in Barcelona I have worked on numerous SEO projects. For the sake of client confidentiality I do not publish these on the web, but am happy to discuss them in person.

LANGUAGES

English: Native speaker.

Spanish: High level - written and spoken.

Catalan: Basic Level - written and spoken.

French: Medium level - written and spoken.

WEB SKILLS

Advanced: HTML/XHTML (hand coded), CSS2, Photoshop, Illustrator, Dreamweaver, Fireworks, Joomla. Intermediate Flash MX 2004 and Action Scripting. Basic: PHP, XML/XSLT, ASP.