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PROFESSIONAL EXPERIENCE

Proprietor, Sole Trader | e-Velo 2015 - 2025

- **Decision Making:** Run all aspects of this family business, from customer service and purchasing decisions to the maintenance of customers bikes.
- **Management:** Independently managed the backend of a Magento-based e-commerce store, including product uploads, SEO optimisation, and database maintenance.
- **Analysis:** Monitored UK local and economic trends (tax rises, cost-of-living spikes) to predict and mitigate drops in discretionary spending.

Independent Business Owner & Operator 2005 - 2015

- **Decision Making:** Operated a mobile car valeting business across Essex on a self employed basis.
- **Asset Management (Campervan Hire):** Co-managed the operational side of a family hire business; responsible for vehicle readiness, handovers to clients, and troubleshooting issues where required.

Education & Self-Study

- **Self-Study:** Magento E-commerce Management, Google Ads, Matomo Analytics, Google Analytics/Webmaster Tools, Video Production (DaVinci Resolve), Physical Marketing (Adobe Photoshop),
- **GCSEs:** Furtherwick Park School – Including Mathematics and English.

Interests & Tech

- **Photography:** Long-time amateur photographer, moving through various systems from the Canon 40D to my current Fujifilm H2s. I enjoy the artistic side of the hobby as well as understanding the technical demands.
- **Self-Teaching:** I've spent years teaching myself the technical "back-end" of things, whether it's troubleshooting a Magento store or learning the nuances of a new camera system.