

Oliver Ball

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Summary

I'm a dedicated web developer and designer with a passion for e-commerce and digital marketing. Over the years, I've successfully built and scaled businesses by combining my technical skills with creative brand management. Whether it's developing websites, running ad campaigns, or driving social media engagement, I thrive on delivering results. I'm someone who enjoys the challenge of juggling multiple tasks at once, and I've proven that I can manage and grow projects while keeping everything on track.

Key Achievements

- **Successfully scaled NoSnore to £500,000 in sales within 9 months:** As the director, I led the business from inception to significant revenue, overseeing all aspects from website development to branding and marketing. I managed the growth of our email list to over 15,000 subscribers using Klaviyo, Google Ads and Meta Ads, which was instrumental in driving repeat sales and customer engagement. This achievement was accomplished while also balancing working at Center Parcs and maintaining my university studies, demonstrating my strong time management and multitasking abilities.
 - **Leadership in High-Risk Environments:** At Center Parcs, I led B2B sessions with 400+ guests, ensuring their enjoyment while maintaining strict adherence to safety protocols. This role significantly enhanced my leadership and organisational skills.
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Work Experience

High Ropes Instructor, Center Parcs

January 2023 - Present

- Instruct high ropes sessions for both adults and children, including indoor climbing and outdoor zip lines, ensuring strict adherence to safety protocols.
- Run large B2B sessions, leading groups of 400+ guests, ensuring they follow instructions and maintaining high standards of safety and customer service, showcasing strong leadership skills.

- Chosen to take on more responsibility by becoming a PPE inspector.
- Effectively balanced work alongside university studies and running NoSnore.

Director, NoSnore

September 2023 - July 2024

- Founded and scaled NoSnore, an e-commerce business, from £0 to £500,000 in sales within 9 months.
- Designed and developed the Shopify website, created branding materials, and ran Facebook, Instagram, and Google ad campaigns.
- Successfully grew the email list to over 15,000 subscribers using Klaviyo, Google Ads, and Meta Ads, driving targeted traffic and optimising conversions.
- Managed in-house stock, fulfilment operations, and customer support for 6 months, significantly improving customer satisfaction.
- Collaborated with external teams for logistics and marketing partnerships, ensuring accurate product data and website updates.
- Engaged with social media audiences across Instagram, Facebook and Twitter. Also optimising campaigns based on performance metrics.

Waiter, TGI Fridays

April 2021 - December 2022

- Gained valuable customer service skills, handling complaints and ensuring customer satisfaction.
- Took on leadership responsibilities by training new starters.
- Enhanced communication and problem-solving abilities by working with diverse groups.

Kitchen Designer, KitchenSmart

September 2020 - December 2020

- Designed custom kitchens using Winner software, tailoring designs to customer specifications and room measurements.
- Collaborated closely with clients to ensure their vision was realised while adhering to practical constraints.

Education

BSc in Web Design and Development (Predicted 2.1)

SAE Institute, London - 2024

BTEC Level 3 National Extended Certificate in INFORMATION TECHNOLOGY (Overall: Merit)

MK College - September 2020 to June 2022

BTEC in Computing - IT (Overall: Merit)

MK College, Milton Keynes - September 2019 to June 2020

GCSE (Passed, including English, Maths and Science)

Shenley Brook End School, Milton Keynes - September 2014 to June 2019

Skills

Technical Skills

- PHP, JavaScript, HTML, CSS, MySQL
- Shopify, Klaviyo, Meta Marketing (Facebook & Instagram), Google Analytics, Google Ads, Word, PowerPoint
- Design: Photoshop, Canva, Illustrator, Figma

Marketing & Campaign Management

- Facebook and Instagram Ads: End-to-end campaign management, from strategy to execution and analysis.
- Email Marketing: Klaviyo setup and management, audience segmentation, and email list growth.
- Website Traffic Analysis: Google Analytics for tracking and optimising user behaviour.
- Social Media Engagement: Strategy and content creation for Instagram, Facebook, and Twitter.
- Copywriting: Effective marketing copy for ads, product descriptions, and websites.

Other Skills

- Excellent communication and leadership abilities.
 - Strong problem-solving skills and decision-making under pressure.
 - Time management: Balanced running a business, working 90+ hours a month at Center Parcs, and studying at university
 - Team collaboration and customer service expertise.
 - Marketing techniques and campaign analysis.
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Extracurricular Activities

- Coaching individuals on how to start and grow online businesses, sharing knowledge on e-commerce strategies, digital marketing, and social media engagement.
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Interests

- E-commerce and entrepreneurship.
 - Climbing
 - Football
 - Snowboarding
 - Socialising
 - Learning Spanish
 - Making Brands
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References

Matthew Etches – Head of Department at Action Challenge Center Parcs, Woburn Forest, Millbrook Rd, Bedford MK45 2HZ

Claire H - Store Manager at TGI Fridays, Unit G1 & G2 MK1 Leisure Park G1 & G2 MK1 Leisure

David B - Director at Kitchen Smart LTD, Milton Keynes Business Centre, Unit 304 Hayley Ct, Linford Wood, East, Milton Keynes MK14 6GD