



## Richard William Luscombe

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### Personal Profile

I am a motivated and experienced web developer, marketer and PR and communications manager with over 8 years' experience in the industry and a further 7 years' experience in business development and sales. I specialise in web development, social media and PR and Communications. I wish to learn and excel in all aspects of my chosen career to consolidate the diverse skills and technologies I have acquired during my time at University, my studies with the Institute of Direct and Digital Marketing and my web, marketing and PR career with The Peninsula College of Medicine and Dentistry (PCMD), Liskeard School and Community College, The South-East Cornwall Multi Academy Regional Trust (SMART), Kivells Property & Professional Services and my freelance work.

### Education and Qualifications

2017-2018 **Level 4 Diploma in Public Relations**  
**The College of Media and Publishing**

**Modules:** An Introduction to PR, Newswriting Techniques, Writing Effective Press Releases, Communicating with the Media, Online PR, Handling a Crisis, Using TV and Radio, Organising a Press Conference, Law and Reputation Management, Using PR Tools, Running a PR Campaign.

2013 -2014 **Level 6 Professional Diploma in Digital Marketing**  
**The Institute of Direct and Digital Marketing (IDM)**

**Modules:** The Digital Landscape and Customer, Databases and Data, Planning and Integrating Digital Campaigns, Website Design and Development, Search Engine Marketing, Email Marketing, Display Advertising, Online PR and Reputation Management, Social Media, Affiliate Marketing, Mobile Marketing, Digital Creative, Regulation and Codes of Practice, Controlling and Optimising Digital Campaigns, The Future Landscape.

2008 – 2011 **BSc Hons Computing for Business Applications – Plymouth University**  
**2:1 with Certificate of Professional Industrial Experience**

**Modules:** The Computing Professional, Computer & Information Security, Database Development, Web Site Development, An Introduction to Business, Computer Systems, IT Project Management, Human Computer Interaction, Advanced Database Development, Software Engineering with UML and Java, Systems Security, Electronic Commerce and Business, Advanced Web Technologies, Software Management, Applications of Security, Professional Issues in IT, Data Mining and Advanced Databases, Fundamentals of Business Intelligence.

1997-1999 **Advanced GNVQ – Retail and Distributive Services/NVQ2 Retail Operations**  
**City College Plymouth**

Grade: Distinction

1992-1997 **Torpoint Community College**

GCSEs: Design & Technology (A\*); Science 1 (B); Science 2 (B); English Language (B); English Literature (B); Geography (B); Mathematics (C); History (C)

1998-2011 **Awards & Achievements:**

- Financial Planning Certificate 1 (FPC1)
- Evening Herald Newspaper Salesperson of the Year
- Westcountry Publications Incentive to Increase Base Sale Award
- Financial Planning Certificate 2 (FPC2)
- Westcountry Publications Regional Newspaper Salesperson of the Year
- Full and clean UK Driving Licence

### Skills Profile – See [www.richardwluscombe.co.uk](http://www.richardwluscombe.co.uk) for examples of my work

#### Language & Software Competency

Skilled: HTML5, CSS3, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver), Microsoft Office Suite, Joomla and Wordpress Website Content Management Systems, Social Media (Twitter, Facebook, YouTube, Instagram, LinkedIn, Hootsuite), Xibo Digital Signage, Google Analytics and Search Console, Google Forms, text message and email communications software.

Working Knowledge: Drupal, JQuery, PHP, SQL, Mail Chimp, Survey Monkey

### **Web Design and Development**

I have designed and developed three websites for PCMD, including research sites and event sites for academics, research fellows and students which were hard-coded and integrated with a custom content management system in HTML, CSS, PHP and JQuery. I have six live sites currently including Joomla developed websites for a holiday home in St. Ives [www.lowtide-stives.co.uk](http://www.lowtide-stives.co.uk), Liskeard School & Community College's website [www.liskeard.cornwall.sch.uk](http://www.liskeard.cornwall.sch.uk) and a music record company [www.wishingchairrecords.co.uk](http://www.wishingchairrecords.co.uk) and Wordpress developed websites for my personal portfolio site [www.richardwluscombe.co.uk](http://www.richardwluscombe.co.uk), a sign and media business [www.southwestsigns.co.uk](http://www.southwestsigns.co.uk) and for the South-East Cornwall Multi Academy Regional Trust [www.smart-trust.net](http://www.smart-trust.net).

### **Logo Design and Branding**

I have designed branding and logos for Blackbird Band, Low Tide St Ives, Liskeard School Nursery, The TicTac Centre, Free School Meals South West, Liskeard Community Co-operative Learning Trust, Team Liskeard and Liskeard Sixth Form using Adobe Illustrator.

### **Social Media**

I set up the social media presence for Blackbird Band and implemented and maintained the Facebook, Twitter and YouTube channels for Liskeard School & Community College for 6 years. I am now in charge of the social media strategy and for producing and syndicating content for Kivells Property & Professional's Facebook, Twitter, Instagram, YouTube and LinkedIn accounts.

### **Communication and Marketing**

I was responsible for the communication and marketing at Liskeard School & Community College for 6 years, including communicating to current and prospective parents and students. I led the marketing and communication campaigns for the school and sixth form to retain existing students and acquire new students in the local catchment area using digital and traditional media. I also produced HTML emails to advertise courses and events to students of PCMD. I am now responsible for the marketing and communication strategy for Kivells Property & Professional Services for residential property, farms and land and professional services.

My marketing experience is diverse and includes education, manufacturing, design, music, leisure and tourism, property, professional services and research. As a result, I am able to adapt my experience and education into any industry or business.

### **Public Relations**

My role at Liskeard School & Community College involved identifying positive and exciting news stories and real-time news snippets to increase the reputation and exposure of the school and sixth form into the wider community. The PR strategy included increased press and print coverage, real-time social media reporting and images from events to highlight positive news, community engagement, collaborative learning and opportunities to prospective and existing parents and students. My role with Kivells involves promoting news stories across the South West with the local press and ensuring the company take advantage of ongoing editorial and PR opportunities across traditional and digital media. I have enjoyed developing strong and friendly relationships with the media which has extended to being invited to corporate hospitality events with the Western Morning News during my time at Kivells.

### **Printed Media**

I have designed and printed prospectus, magazines, folders, banners, outdoor and indoor signage, building graphics, vehicle graphics, flyers, visual notices, leaflets, posters, membership cards, car stickers, auction paddles, membership forms for in-house and commercial print.

### **Other areas of Expertise**

Search engine optimisation (SEO), optimising websites cross-platform and for accessibility and usability, social media marketing, online and press PR, copywriting for web and print, project management using PRINCE2, developing marketing strategies and marketing plans, managing others and training students and an NVQ apprentice to levels 2 and 3.

### **Recent Work History**

#### **2018-present Kivells Property & Professional Services, Cornwall & Devon – Marketing Executive**

Working with the board of directors to strategize, implement and report on the marketing activity for residential sales and lettings, farms and land and professional services as well as utilising my expertise in the wider organisation as required. This includes setting the advertising schedule for

the year, developing a social media strategy and maintaining all social media channels, developing the website and improving SEO, producing artwork for adverts, print materials and social media campaigns, writing press releases and editorial for the press and co-ordinating further editorial opportunities. I am also in charge of the digital budget and co-ordinate, produce copy and graphics for and report on Facebook boosts, listicles, homepage takeovers and sponsored ads on third party websites and social media

- 2012 To 2017** **Liskeard School & Community College, Liskeard – Publicity, Web and Marketing Manager**  
Working for the head teacher, the board of governors and the South-East Cornwall Multi Academy Regional Trust, as well as managing an apprentice marketing assistant, my role was to publicise the school using traditional and digital media. This included building, developing and maintaining the school website, writing press releases and news stories for the press and digital channels, photographing events, producing materials for print including magazines, prospectus, posters, flyers, banners and signage, communicating through channels such as digital signage, social media and text/email alerts, advertising events, building relationships and improving the schools reputation with parents and students and building relationships and links in the community with the help of the business manager and multi academy trust. The overall target is retention of existing students and acquisition of new students, especially to the sixth form
- 2010 to 2011** **Peninsula College of Medicine & Dentistry’s Web and Database Team, Plymouth – Student Web Developer Work Placement**  
Working on the Plymouth University campus, my role was to produce website design, build websites, work with the marketing team to produce marketing materials for print and for the web, as well as updating content and providing advice and assistance for the development of web, media and marketing solutions
- 2008** **CPM on behalf of GlaxoSmithKline, Devon – Regional Sales Representative**  
Covering Devon representing GlaxoSmithKline’s Consumer Healthcare division. My role was to help increase brand visibility, ensure retailer compliance, assist in promotional activity, assist retail managers and help in the overall effort of increasing sales for GlaxoSmithKline’s product portfolio
- 2006 to 2008** **Warburton’s Ltd, South West – Field Sales Representative**  
Covering Cornwall, Devon, Somerset and Dorset. The initial task was rolling out and establishing the brand in the South West. This included public relations and brand visibility. I was then in charge of acquiring new business in the convenience sector as well as assisting in the larger accounts where necessary and at corporate events.
- 2004 to 2006** **Westcountry Publications, Plymouth – Merchandiser/City Centre Supervisor**  
Initially covering an area of retailers in Plymouth promoting and selling the Northcliffe groups regional titles with the aim to increase distribution and readership as well as build a previously damaged relationship with business owners. I was rewarded for my effort and commitment by being promoted to City Centre Supervisor where I was in charge of a small team as well as the stores in Plymouth’s busy city centre. As City Centre Supervisor I was further rewarded for my work by winning three awards at the Northcliffe Groups annual awards ceremony

## **Interests and Hobbies**

I am a follower of many sports, especially football, rugby, golf and tennis which I play and watch regularly. I like to take care of myself and regularly visit the gym and I also enjoy running and cycling and visiting new places with my wife and son. I enjoy reading a wide variety of novels and watching thought provoking films and attending the theatre for plays, musicals and operas. I am fascinated by topical issues, debates and world news. I like music of all kinds and regularly attend live concerts. I like to experience other cultures and have travelled to many European and world destinations including France, Belgium, Czech Republic, Italy, Spain and Mexico. I am particularly happy when spending time with my wife and son (my world) and my family and friends especially if I am at the beach!

## **Referees**

Available on request