



# Paul Richardson

Digital Manager with experience in brand management. With over 15+ years experience in the pub sector & sports retail. Worked for agency and in house team.

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## About me

2011 I was on secondment to Capital Pub Company as an Online Editor 4 days a week from an agency, Foreground Digital. I was responsible for websites management, social media, training and email marketing. 2013 Greene King PLC purchased Capital Pub Company & Real Pubs and offered me a position as part of their digital senior management team in Greene King.

I am responsible for all digital output for Metropolitan Pub Company, a division of Greene King with 70+ premium non branded pubs mainly based in London and surrounding areas.

## Capabilities

- Branding Management
- Digital & Marketing
- Social Media
- Email Marketing
- Training
- SEM & SEO
- Digital Strategy
- User Experience Design
- E-Commerce
- Graphic Design

## Work Experience

- 2013 - Present  
Digital Manager  
[Metropolitan Pub Company](#)
- 2011- 2013  
Online Editor  
[Capital Pub Company](#)
- 2011 - 2013  
Digital Consultant  
[Foreground Digital](#)
- 2011  
Digital Freelancer  
[Ask.com](#)
- 2006 - 2010  
Brand Manager  
[K2 Skis](#)
- 2001 - 2005  
Department Manager  
[Ellis Brigham](#)

## Suppliers

I have worked with a number of companies in my roll as Digital Manager. Facebook, Twitter, Google, Opentable, Bookatable, Design My Night, Matchpint, Spotify and C-Burn.

## Skills

- HTML
- CSS
- PHP
- JQuery

## Tools

- Photoshop
- Indesign
- Illustrator
- Lightroom

## Interests

Currently living in Earlsfield, London. I enjoy in my free time, skiing, cycling, bouldering, music, photography and design.

## Elsewhere on the web

- [Instagram/paulrichardson81](#)
- [Linkedin/in/paulrichardson81](#)
- [Flickr/paulrichardson81](#)