

Callum Dallimore

London, UK

csdallimore@gmail.com | 07850 446180

A skilled Website designer/marketing officer with seven years of experience managing content across multiple CMS platforms, including WordPress, Enthuse, FundraiseUp, and Funraisin working in the third sector with over ten years of experience using WordPress, beginner-level coding skills and with the ability to learn new software. I like to learn more and more about all things website design, analytics, SEO, and accessibility best practices. A strategic/problem solving thinker with a user-focused approach, experienced in driving website improvements, managing digital projects, and aligning content with organisational goals.

Passionate about digital content creation and making the most of what is available. In my spare time I also manages personal websites to develop and experiment with new digital strategies and improve my skills.

Skills

- CMS platforms (WordPress, Enthuse, FundraiseUp, Funraisin)
- Google Analytics 4 (GA4) migration & implementation
- Looker Studio dashboard creation & reporting
- SEO strategy & keyword research (Hotjar, SEMrush, Search Console)
- User experience (UX) & accessibility (ReciteMe)
- Digital campaign strategy & content development
- Marketing Automation: Zapier, make
- Website content scheduling & documentation (Trello, Notion)
- Training & upskilling internal teams
- Graphic design, UI and UX design skills (Adobe suite, Figma)
- Cross-functional collaboration & stakeholder management
- Beginner-level coding skills (Coding Languages: Basic HTML, CSS)

Experience

Pancreatic Cancer UK | February 2023 – Present

- **Website management:** Managed content across the Pancreatic Cancer UK websites, working on content creation, content management, ensuring updates, improvements, and scheduling.
- **CMS platforms:** Maintenance and content creation on platforms like WordPress, Funraisin, Enthuse, Fundraiseup as well as integrating various tools for streamlined content creation, updates and performance.
- **Data & Analytics:** guided the transition from Universal Analytics (UA) to GA4, as well as setting up Looker Studio dashboards to track website performance, user behaviour, and key metrics across teams and organisations.
- **SEO and data analysis:** Using Hotjar, SEMrush, and Google Search Console analysed user data, optimising content for search engines, and improving user journeys, also helping teams to understand SEO and keywords better, recently looking at AI's impact on google search results.

- **Process development:** Established a website content process via Trello, ensuring consistency and oversight across all content updates and publishing of pages and articles.
- **Training:** Created comprehensive guides on WordPress and how to use the current setup, as well as tips and tricks gained from years of experience. Delivered website training sessions to internal teams, empowering colleagues to create and update content effectively.
- **Content strategy & campaigns:** Run day to day content creation across various teams including information & support, research, fundraising, and organisation pages, ensuring engaging and accessible content during high traffic periods like Pancreatic Cancer Awareness Month.
- **Collaboration:** Worked closely with marketing and communications teams to align content with social media, fundraising actions, and events like the London Marathon and PCAM.
- **Innovation & Service Expansion:** Worked with internal teams to experiment with new services, working on digital engagement and user reach across the whole user journey.
- **Accessibility Advocate:** Regularly ensure all website content is accessible making the site inclusive for all users, implementing ReciteMe across all websites currently live.
 - **Rebrand project:** Played a role in making sure we had brand consistency across all websites following the organisation's rebrand, working with internal teams and external agencies under tight deadlines to make sure all sites were up to date with the new brand.
 - **More Than Hope campaign:** Implemented more in-depth social share options and copy within website content to align with campaign goals, set up automations using Zapier, and maintained campaign dashboards for teams.
 - **Charity of the year - TCS London Marathon:** oversaw website content for the launch of the announcement, as well as continually worked with teams to keep the organisation and teams up to date and with the most recent data.

Queen Mary University of London | October 2022 – January 2023

- Created print and digital content to align with branding and marketing goals, externally and internally.
- Provided design solutions for publications, social media, and digital media, working to quick turnarounds.

Lebern Property Services | October 2019 – February 2022

- Designed the brand and maintained the company website, ensuring a strong digital presence, with SEO and site optimisation.
- Developed SEO-driven content and plan to improve search rankings and site traffic.
- helped plan social media content to align with website content.

Freelance | 2014 - 2019

Education

BA (Hons) Graphic Design & Visual Communication -University for the Creative Arts, Maidstone
Foundation Degree in Animation Practice - Ravensbourne, London
Diploma in Art & Design - Ravensbourne, London

