

Wendy Webster

Creative Digital Design, Website, Marketing & E-Commerce Professional

w_veeren@hotmail.com • 07783641104 • St Cyrus, UK
LinkedIn: www.linkedin.com/in/wendy-webster-88a8601a/
Portfolio Website: <https://creative-canvas.org>

Creative Digital Marketing and Web Specialist with over 14 years' experience supporting charities and community organisations through digital strategy, content creation, SEO, analytics, and online campaign management. Skilled in managing (e-commerce) websites, improving user journeys, producing multimedia content, and using data to guide decisions. Experienced with Google Ads, SEO, email campaigns, social media planning, and digital storytelling that builds trust and engagement. Values-driven, organised, and committed to accessible, clear communication that supports meaningful causes.

Projects & Achievements - Volunteer & Paid

Angus Methodist Church – Arbroath/Montrose – 05/2025 to 01/2026 (But still maintaining when necessary)

Design and building new Website to reflect who they are and to promote their services, including their social media and video tutorials.

- Enhanced the traffic to their WordPress website and the church's Facebook page by revamping and reconnecting the website and social media.
- Creating tutorial videos for administrators/staff church on how to use the website as a website administrator.

IMRF Bookshop - E-Commerce Website - Stonehaven/St Cyrus - 03/2014 to 12/2023

During employment for the IMRF, I built, managed, and sold books and databases through the IMRF Bookshop Website.

- Successfully built, managed, and advertised the company's digital shop by using analytic data, SEO, social media, e-mail campaigns, and print design works, including creating and editing promotional, tutorial, and interview videos.
- Generated over £12K in 2019 by building and managing the digital shop.
- Used customer service and sales skills to successfully sell online items to customers.

IMRF Awards - Europe and Online - 01/2015 to 12/2022

The IMRF Awards was a symbolic event to honour the unsung heroes who rescued others in the world's waters.

- Designed, built, and managed the IMRF Award pages and Website for the IMRF, and designed all printing materials and awards. I did most of the promotional and Award video editing, e-mail marketing and social media promoting.
- The annual IMRF Awards became very popular after year 1 amongst the Search and Rescuers worldwide.
- The live views on the day of the awards were 300+ and social media followers were over 500+ on average per year.

Technical Proficiencies, Skills & Languages

IT Tools & Platforms

- CRM Dynamics, SQL, PHPMyAdmin and Microsoft Access
- Joomla, WordPress, Squarespace, Wix, Shopify, Magento, WooCommerce and many other website platforms
- Social media platforms, Meta & schedule tools
- Office 365 apps (incl. PowerPoint; Publisher; etc.)
- Adobe Creative Suite (Photoshop, InDesign, etc.), Figma, Canva, Photopea
- Survey & form apps (e.g. Survey Monkey)
- Cloud storage apps & Google Suite, Google Ads, Google Tag;
- E-mail campaigning apps (e.g. Constant Contact, MailChimp)
- Video editing tools (e.g. VideoPad, Adobe Premiere; After Effects, ClipChamp, Windows Video Editor (old); Wondershare, etc.)
- Online meeting tools (e.g. Teams, Google Meet, Zoom, etc.)
- AI online image, video & text tools, like CapCut, etc.
- Automation tools: e.g. Zapier.

Languages

- **English:** Proficient
- **Dutch:** Native
- **French:** Beginner/Intermediate
- **German:** Beginner/Intermediate

Coding Languages

- HTML, HTML5 and CSS
- JavaScript and PHP
- Liquid
- Short Code (WordPress)

Digital Skills

- E-commerce shop management
- Print design and branding
- Web design and management
- Advertise design
- Digital design
- Presentation design
- Colour and typography
- Video editing and creation
- SEO-friendly research/implementation and copywriting skills
- UI/UX principles
- Animation Skills in Adobe/GoAnimate

Administration & Other Skills

- Troubleshooting and problem solving
- Research, reporting and documentation
- Communication and communication channels management
- Calendar management
- Financial management and invoicing
- Organisational skills
- GDPR compliance
- Online training and tutoring
- Customer service
- Timesheet processing, records management, data entry and archiving
- Empathic approach

Career History & Experience

Volunteer Work

Angus Methodist Church – Arbroath/Montrose – 2025 to now (still maintaining when necessary)

- Design and building new Website to reflect who they are and to promote their services, including their social media and video tutorials.

Women's Centre Glasgow – Online – 09/2024 to 08/2025

- Revamping their website to reflect who they are and to promote their services, including their social media and teaching staff on how to use the website and social media tools by video tutorials.

Citizens Advice Bureau, Kincardine & Mearns - Stonehaven and Online – 03/2024 to 07/2024

- Trained in advising clients regarding housing, benefits, consumer issues, budgeting and general administration.

Holy Trinity Church Monifieth – Online – 05/2023 to now (still doing monthly maintenance)

- Revamping their website to reflect who they are and to promote their services. Providing training material on how to use the website.

(Paid) Working Career Break

Volunteer, Member of Fair Start Scotland, Enable Work, Private Carer and Animal Sitter - St Cyrus, Stonehaven, and Online - 01/2023 to now

During my career break, I have remained engaged in community service through volunteering and helping those in need. Additionally, I have diligently pursued opportunities for personal growth and development.

Other Work History

IT Management and Digital Creative Officer - International Maritime Rescue Federation – Stonehaven/St Cyrus - 01/2012 to 01/2023

- Achieved 5.6K followers by 2023 by creating appropriate website content aligned with the organisation's strategy.
- Increased web traffic of over 7 websites by creating and driving strategic content marketing campaigns.
- Enhanced brand reach and improved sales by planning and creating effective printing and online designs.

IT Support and Administration - Maritime Rescue Institute - Stonehaven - 04/2010 to 03/2013

- Increased newsletter subscription by 15% by improving the website's structure whilst leveraging website tools.
- Enhanced web efficiency and administration operations across organisations by testing new software packages.
- Ensured organisational data security and integrity by designing and implementing security protocols and procedures.

Clerical Assistant - Robert Gordon University - Aberdeen, United Kingdom - 6/2010 to 12/2011

Administration Assistant - Leonard Cheshire - Aberdeen, United Kingdom - 08/2006 to 12/2009

Medical Administrator - Veduma Medical Advisors - Zaltbommel, the Netherlands - 06/2000 to 04/2006

Medical Administrator - Van Veeren BV Medical Advisors - Kerkwijk, the Netherlands - 08/1997 to 08/1998

Trainee Nurse - Hospital AZU and Kulenborg Nursing Home - two times 10-week internship period - the Netherlands - 1998 and 1999

Education

Studies in Website, IT, Coding & Marketing

- **Complete WordPress Web Design Training Course** - Freshen-Up – Lead Academy, Online - 2023
- **PHP & SQL** - E-Careers, Online - 2013 to 2014
- **Flash CS4** - Dundee and Angus College, Online – 2012
- **JavaScript 1 & 2** - Pitman Training Institute, Online - 2010 to 2011
- **Website Programming & Designing** - Aberdeen College, Online - 2010 to 2011

Studies in Other Fields

- **Animal Communications & Welfare** - Animal Soul Academy, Online/Local - 2020 to 2021
- **English Cambridge Level** - Leidse Onderwijs Instituut (LOI), the Netherlands - 2001 to 2005
- **HBO-V Nursing** - Hogeschool Van Utrecht (College), the Netherlands - 1998 to 2000
- **Selling in Retail Sale and General Enterprising** - Leidse Onderwijs Instituut (LOI), the Netherlands - 1997 to 1998
- **Piano Level 1 & 2 (out of 3)** - Stichting Muziekschool West-Gelderse Rivierengebied, the Netherlands - 1986 to 1998
- **MAVO & HAVO** - Cambium Zaltbommel (Secondary School) - the Netherlands - 1991 to 1997

Short Courses & Workshops

- **Art & Art Studies** – Dundee & Angus College, Arbroath – 2012 to 2014
- **German for Beginners** - Busuu Languages, Online – 2014

References can be shown on request.