

Wayne Frisby

Chief SEO Officer · Conversion Expert · Senior Software Developer

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PROFESSIONAL SUMMARY

Innovative digital marketing and web development professional with over a decade of experience driving business growth through strategic digital solutions. Expertise in front-end web development, SEO, CRO, and business development, with a proven track record of delivering measurable value to clients. Skilled in developing performance-based billing models and winning high-value contracts.

2,621%

Revenue Increase — Real Estate Client

12.63%

Average Conversion Rate (Top 10% Globally)

£10.4M+

Combined Client Revenue Generated

WORK EXPERIENCE

Sand3: Integrated Communication Solutions

East Grinstead, West Sussex, UK

Head of SEO · Conversion Expert · Senior Developer

October 2020 – Present

- Spearheaded project acquisition of a key client (potential value £800k+), securing a 20% fee through negotiation — doubling company profit.
- Built in-house GDPR-compliant analytics software tracking **£10.4M+ in client revenue** across 5 websites, achieving a 12.63% conversion rate (top 10% globally).
- Independently developed the company's next-generation website using proven conversion optimisation principles.

Lead Developer & Head of SEO & CRO

October 2018 – September 2020

- Drove over **£8 million in revenue** for a surveying client in 5 years through website development and ongoing optimisation.
- Shifted company's value proposition from brochure websites to high-performing, revenue-generating platforms.
- Managed team of 6 (4 developers, 2 designers) delivering multiple projects on time and within budget.
- Led award-winning web projects:
 1. • Silver — Lifestyle & Culture Website (Surrey Regional Awards, 2018)
 2. • Gold — Best Responsive Website (Sussex Regional Awards, 2017)
 3. • Bronze — Best Website (Sussex Regional Awards, 2017)
 4. • Bronze — Marketing & Creative (Sussex Regional Awards, 2017)

Front-End Developer & Head of SEO

August 2016 – September 2018

- Developed and optimised websites focused on increasing organic traffic.
- Implemented SEO and CRO strategies to improve website performance.
- Collaborated with the design team to enhance user experience.

Junior Front-End Developer

June 2014 – July 2016

- Built responsive websites using core web technologies.
- Implemented cross-browser compatibility solutions.
- Participated in code reviews and contributed to codebase improvements.

TECHNICAL STACK

CORE WEB

- HTML5, CSS3
- JavaScript (ES6+)

FRAMEWORKS

- Laravel
- Vue.js
- Bootstrap

TEMPLATE ENGINES

- Blade, Twig, Mustache

INFRASTRUCTURE

- Linux, Apache, MySQL
- MariaDB, Redis, Docker
- PHP 8.x

DIGITAL MARKETING

STRATEGY & CHANNELS

- SEO, CRO, UX/UI
- Sales Psychology
- Conversion Copywriting (PAS)
- Lead Generation

CORE COMPETENCIES

- Digital Transformation
- Analytical Problem-Solving
- Measurable Results Delivery
- Team Leadership
- Business Development
- AI Integration & Innovation