

# BOB SHARP

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## PROFESSIONAL SUMMARY

Dynamic freelance writer and seasoned IT professional with over 20 years of experience in technology and web content creation. Published author and skilled content strategist with a proven track record of producing engaging, well-researched content for a diverse client base, including notable names like MakeUseOf and SWOT Digital. Passionate about storytelling, with a commitment to excellence in all written endeavors, from technical articles to creative fiction.

## EXPERIENCE

**DATES FROM 1996 TO 1999**

**DESIGN STUDIO AND IT MANAGER, MIDTON ACRYLICS**

Charged with computerizing and managing a design studio, I was responsible for integrating new IT systems and updating print and manufacturing procedures.

**DATES FROM 1999 TO 2019**

**OWNER, ARGYLL COMPUTER SERVICES**

- Founded and managed a successful it firm, offering services in network design, web design, content writing, and SEO, significantly improving clients' online presence and operational efficiency.
- Led a team to innovate and implement cutting-edge it solutions tailored to business needs.

**DATES FROM 2019 to current**

**FREELANCE WRITER**

- Spearhead content creation for prestigious clients, including MakeUseOf, SWOT Digital Marketing (Dublin), and Seene Digital Marketing (London), delivering engaging blogs and web content across various niches.
- Excel in producing SEO-optimized content, leveraging WordPress and digital marketing strategies to enhance online visibility and engagement.

## EDUCATION

**MAY 1986**

**SNC COMPUTING STEVENSON COLLEGE OF FURTHER EDUCATION**

After leaving school without much to brag about it, I returned to education a few years later and this was my first step.

**MAY 1988**

**ADVANCED DIPLOMA COMPUTER STUDIES, GALASHIELS S.C.O.T.**

I completed my education at the Scottish College of Textiles in Galashiels.

**FEBRUARY 2021**



## FUNDAMENTALS OF DIGITAL MARKETING, GOOGLE

I undertook this course to gain a deeper understanding of how to use SEO effectively in my writing

### SKILLS

- Proficient in WordPress and SEO
- Expert in crafting well-researched and engaging content and fiction
- Skilled in web design and understanding of effective web content structure
- Ability to work to tight deadlines
- Adept in social media strategies
- Strong ability to write precisely to specified briefs
- Excellent Communication skills

### ACTIVITIES

A devoted writer and reader, I have a keen interest in exploring new horizons to challenge and grow my writing capabilities. My background in IT and passion for web design have cultivated a deep understanding of what makes content compelling. Outside of professional interests, I am an avid dog lover, traveler, and advocate for continuous learning and personal development.