

Dr. Gareth Paul Beeston, BA (Hons), MA, MSc, PhD

Flat 6, 7 St. Andrews Road, Portsmouth, PO5 1EP
Mobile: 077 1229 1773 Email: gareth@otherworldescapes.com

Current Employment

Managing Director, Other World Escapes, Portsmouth + Southampton

Primary Duties: Budgeting, Marketing, Building Escape Rooms, Sales, Finances, Taxes, Employment, etc

Course Leader/Lecturer in Digital Marketing and Digital Business, The University of The West Indies, Barbados

Primary Duties: Teaching digital marketing, marking coursework, supervising projects, creation of lessons.

Previous Employment

Faculty Marketing Coordinator *Creative and Cultural Industries*, University of Portsmouth, August 2019-2021

Community and Innovation Manager, European Data Science Academy (EDSA), European Commission.

October 2015-May 2017. Primary Duties: Communications Planning, Events Management, Dissemination, Recruitment, and Public Relations.

Lead Digital Marketer and Client Liaison, Highfield Digital, Southampton, December 2013 – October 2015.

Lead Digital Champion, ILIAD, University of Southampton, October 2012 – November 2014

Primary Duties: Social Media Management, Project Management, Training, Website Development, Events Management, and Media Production

Affiliate Marketing Project Coordinator, P&O Cruises, Southampton, June 2014 – December 2014

Web Communications Officer, Faculty of Technology, University of Portsmouth, April 2012-December 2012

Online Course Developer, Portsmouth Business School, University of Portsmouth, September 2011 –April 2012

Human Resources Recruiter, Human Resources Department, University of Portsmouth, May 2011 – September 2011

Events Manager, School of Civil Engineering and Surveying, University of Portsmouth, May 2010 – March 2011

Education

PhD, 2013 – 2018: University of Southampton (ECS) PhD: Pass

Title: "Streamlining Social Innovation: An Analysis of the Success Factors in Web-Based and Offline Social Innovation Competitions"

MSc, 2012 – 2013: University of Southampton (ECS) Master's Degree MSc: Distinction
Web Science

This qualification has enhanced my ability to analyse and understand the web from an innovation, marketing and digital entrepreneurship perspective. Giving me knowledge is social network structures, digital communications and the social implications of the Web.

MA, 2010 – 2012: University of Portsmouth Master's Degree MA:

Marketing (Digital Media) Distinction

This Master's degree has given me crucial knowledge of project management, website production, marketing strategy, market analytics, brand management, communications, digital and social media.

BA(Hons), 2007 – 2010: University of Portsmouth Degree BA (Hons):

Media Studies and Entertainment Technology

Upper Second Class Honours

This degree was broad in that it contained many aspects of the media from key areas of media management, enterprise, media theory, practical media, media administration, creative writing, digital social media and finance management.

Level 3 Certified Personal Trainer, 2014-2016: Lifetime Training:

Level 3 Personal Training Qualification.

Other Projects

Digital Marketing CPD course, teaching and creation of teaching materials for an online course

Digital Business CPD course, teaching and creation of teaching materials for an online course

Awards

Best Student Project Award 2012

MA Marketing (Digital Media)

Memberships

Internet Society (ISOC) England Chapter Representative

May 2012 – Present

Workshops, Publications and Papers

Humour reactions in crisis: a proximal analysis of Chinese posts on Sina Weibo in reaction to the salt panic of march 2011

International WWW Conference, Seoul, South Korea (2014)

Creating a Consensus of Core Metrics for Measuring Innovations at the Front End of Open Innovation

World Open Innovation Conference (WOIC), San Francisco, United States of America (2015)

Session Chair, Data-Driven Innovation Workshop,

Web Science 2016, Hannover, Germany (2016)

Software Experience/ Expertise

- **Affiliate Window**
- **Salesforce, Bookify, Eventbrite**
- **Adobe CS6 and CC** Including: Photoshop, Dreamweaver, Illustrator, InDesign and Fireworks
- **Moodle, Blackboard and Drupal** Virtual Learning Environments
- **Terminal Four, Site Publisher, TeamSite and Wordpress** Content Management Systems
- **Social Media** Including: Twitter, YouTube, Flickr, Instagram, Facebook, Snapchat
- **Microsoft Office** – All Related Software
- **Avid Multimedia, Final Cut, iMovie and Adobe Premier** Editing Software