



# JASPAR CARMICHAEL-JACK

## FOUNDER OF BURST DIGITAL

📍 London, UK

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in [Jaspar Carmichael-Jack](#)

## PROFILE

I'm a result-driven digital marketer and entrepreneur who has worked with high-profile clients including Lucinda Green, Clean Kitchen Club & Verity Bowditch. I'm well acquainted with delivering conversions through all digital marketing software and tools. I have a wide skill set ranging across digital, and am passionate about spearheading challenges across the digital arena.

## SKILLS

- Leadership
- Project Management
- Website Development
- Branding
- Business Planning
- Pitch Deck Development
- Growth Hacking
- SEO
- CRO
- Digital Strategy

## WORK EXPERIENCE

### DIGITAL CONSULTANT

#### *Founder at Burst Digital*

2016 - Present

- Created the first website for Clean Kitchen Club, which is now valued at over £10 million, and remains a client
- Designed, launched & continue to manage the Lucinda Green XC Academy membership website, which turns over more than £20,000 per month
- Did all SEO for Clean Kitchen Club, which is now seen by over 70,000 people per month on Google
- Successfully managed teams of up to 7 people
- Learned to effectively use over 30 different software tools
- Exhibited at the London Business Show
- Designed over 20 websites & 10 pitch decks

### CLIENTS

Clean Kitchen, Lucinda Green, Verity Bowditch, The Goat Chelsea, China Unbound, The Monell Center, ProFitX, and many more

## COURSES

- Yoast: All-around SEO, Local SEO, Technical SEO, Site Structure
- Google: Google Ads, Analytics, Search Console, Optimizely
- Udemy: Facebook Ads, Google Ads, Graphic Design, Advanced WordPress, Advanced Shopify
- Foundr: Facebook Ads

## SOFTWARE TOOLS

- WordPress
- Canva
- Google Ads
- Facebook Ads
- Shopify
- Asana
- Mailchimp
- Adobe Suite
- Trello
- SEMrush
- Salesforce

## AWARDS

The Surrey & Hampshire Business Awards

May 2018

Finalists for the "Start-Up of the Year" award, with a prize pool worth over £30,000

## EDUCATION

### A-LEVELS

Economics, Geography, Business (3 A's)

### GCSE'S

9 As & 1 A\*