

# Colin C Hall

55 Tower Street, Gainsborough, Lincs. DN21 2JF  
01427 616459 • 07787 910918 • colin@artistnos.co.uk

## Personal statement

---

After 23 years of home working, initially as a self-employed web designer and eventually teaming up with my wife to run our bookkeeping business, I am looking forward to rejoining the regular workforce once again. Following the recent closure of our 14 year old family bookkeeping business, the time has come for me to seek work that can both utilise my particular skills and also provide me with a sense of achievement.

High wages are not my priority. I am seeking employment that will keep me busy and introduce me to new skills. I can turn my hand to anything, I am self-motivated and enjoy learning new perspectives.

## Key Skills

---

- Marketing
- Website Design & Search Engine Optimisation
- Office Administration
- Customer Support & Communications
- Logistics
- Proficient in Microsoft & Linux Software (Office Suites, Graphics, Audio, Security etc)
- Computer Security Protocols
- Team Building

## Employment History

---

### Office Manager / Tech Support / Marketing, Beverley Hall Bookkeeping Services, Gainsborough, Lincolnshire.

(2013-2022)

Achievements and responsibilities:

- **Office Admin** including office accounts, filing, diary management (ensuring we were always busy), financial planning and business direction.
- **Account Expediting** for both our own accounts and client's problems. Issues ranged from simple chasing payments to the more complicated solving contractual obligations that were either being contested or not being adhered to.
- **Client Care and Account Management.** I would act as the every day contact should problems arise for our clients. I would troubleshoot where possible, but also determine whether causing interruption to our planned daily work was necessary to solve non-trivial issues.
- Ongoing Due Diligence for **Anti-money laundering, Client Confidentiality** and **Continuity of Service.** Bookkeeping is highly regulated and it is extremely important that the business is always kept in line with current legislation. My role would be to continually monitor changes to the legislation and adjust our practices to cater for these changes. This might mean creating new office procedures, form generation and planning CPD courses.
- **Tech Support** for a number of desktops and laptops; Ensuring that each computer is secure and cloned to insure each machine has a backup hard-drive complete with software and files in case of mechanical failure, damage etc. A working knowledge of computer fraud and viruses was essential as we managed our internal technical structures in a world full of external threats.
- **Marketing.** I built, maintained and marketed our website, which would undergo regular reincarnations to keep it fresh and on-trend. The website was ground-breaking and eventually came to affect the standard bookkeeping 'style', with a 3 month online diary and full range of prices which provided the client with clarity before they make any decision to engage our services.

- I am qualified as an **AAT Level 1 & 2 bookkeeper**, but this was only utilised in times of high workload and for the input of data for our own income & expenses.

In 2019 we moved the business from Swannington in Norfolk to Gainsborough in Lincolnshire (125 miles). It was my role to buy the property, plan the move, retain our existing clients and undertake this while ensuring our relocation did not affect client's operations.

At this point we transferred approximately 70% of our 20+ clients to remote services, but in order to retain the others we were required to travel back to Norfolk for 4 days per month. This lasted for a year, by which time we had convinced our remaining clients that we could provide just as high a level of service remotely.

By the time lockdown commenced in March 2020, we had all of our clients being serviced remotely. However 3 of our clients saw no way to continue and sold their businesses, a further 5 closed down and placed their staff on furlough. This obviously affected our business and although our workload did pick up again, my wife had already decided that retiring from bookkeeping to begin a small crafting enterprise was her preferred future goal.

We spent 3 months closing down the bookkeeping business, finding new service providers for our clients and ensuring the smooth handover of accounts to their new bookkeepers. This is now all complete and the business accounts to date have been submitted to HMRC with notice of closure information.

## **Self Employed Website Designer, Ubooty.co.uk, Norwich, Norfolk.**

(1999-2013)

Achievements and responsibilities:

- Providing **Web Design / Search Engine Optimisation** to a large variety of small businesses in Norfolk. These companies ranged from financial advisers to caterers, from bearing engineers to baby clothing providers.
- My role involved researching the company, its marketplace and competitors, then producing SWOT analysis which allowed the client and I to develop a web design that would both sit well within the market, but also stand out from the crowd.
- My designs targeted what the online visitors expected, reducing their desire to leave before viewing the services / products and making contact with my clients.
- In the early days of the Internet it was common for websites to be egotistical displays of the web designer, desperate to illustrate their creativity in every design. This led to many websites becoming graphical dalliances instead of practical marketing tools. My aim was to make the visitor feel at home and by extension trust the company and improve the chance of sales.

## **Transport Clerk, Fitzmaurice Carriers Ltd, Norwich, Norfolk.**

(1998-1999)

Achievements and responsibilities:

- Working in a **busy road transport company** as direct point of contact for a local paper company (Howard Smith) and a national car parts manufacturer (Gefco). My role was to ensure my client's goods were on the correct lorries and delivered on time. The job often required thinking on my feet, adjusting plans to cater for daily problems and interacting with other departments to help my client's operations to run smoothly.
- During this time I developed an automated system for stock control of a large store of empty paint tin reserves stored on site. Prior to this new system the role used to take from Monday (when the count was produced by the stores staff) to Thursday when the comparison with the records were completed. This often meant that once the count was found to be inaccurate it was already too late to adjust the records accurately.
- I devised a spreadsheet comparison tool that reduced this time to 4 hours instead of 4 days, making the stock control accurate and saving a great deal of time. The formation of this algorithmic tool eventually gave rise to my ability to work for myself.

## **Security Officer / Shift Controller, Brooks Centre, Winchester / Castle Mall, Norwich / Riverside Leisure, Norwich.**

(1992-1998)

## Bar Work, Various, Lowestoft, Suffolk.

(1989-1992)

## Quantity Surveying Assistant, McApline-Humberoak Personnel Services, Based at , Lowestoft.

(1985-1989)

## Drilling Storeman / Transport Storeman / Customs Storeman, McApline-Humberoak Personnel Services, Based at Shell UK, Lowestoft.

(1985-1989)

## Education

---

### Kirkley High School, Lowestoft, Suffolk.

(1980-1985)

O-levels:

- **English** (C)
- **Mathematics** (D)
- **Biology** (C)
- **Geology** (B)
- **Geography** (C)
- **History** (B)

I started A-Level studies into Government and Politics & Social and Community Studies, but left after 1 year to start work.

## Further Education

---

- **Forklift Competency** – Counterbalance / Reach Truck (1985)
- Safe Transport of **Dangerous Goods by Air** – IATA (1987)
- Safe Transport of **Dangerous Goods by Road** – FTA (1987)
- Safe Transport of **Dangerous Goods by Sea** – IMCO (1987)
- St John Ambulance **First Aid** Training (1998)
- Norfolk Police **Physical Intervention Training** (1998)
- **Clinical Nutrition** Level 4 Passed with 'Distinction' by Stonebridge Associated Colleges (2014)
- **SIA Frontline Security** Guarding Licence (2015)
- **AAT** Level 2 Certificate in **Bookkeeping** (2015)

I am currently undertaking an Advanced Diploma Level 7 in **Crisis Management**, which is a 620 hour e-learning course with CPD Courses.

## Key Qualities

---

- Professional
- Problem solver
- Can turn my hand to anything
- Punctual time keeper
- Able to work alone or as part of a team
- Great communication skills
- Firm believer that the implementation of a diverse workforce leads to a wider knowledge base
- Not convinced that new is always better



## **BEVERLEY HALL BOOKKEEPING SERVICES**

ACCURACY, HONESTY, LOYALTY

Beverley Hall Bookkeeping Services  
55 Tower Street  
Gainsborough  
Lincolnshire  
DN21 2JF

To Whom It May Concern:

RE: MR COLIN HALL

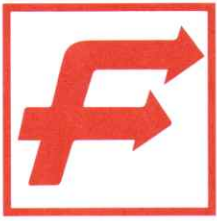
Beverley Hall Bookkeeping Services began trading in 2008 and continued to provide a professional, travelling bookkeeping service until the weight of government legislation made me decide to cease trading on 31st March 2022.

Colin Hall, my husband, has been a crucial team member since Beverley Hall Bookkeeping Services' inception. Initially he worked as my web designer and marketer on a self-employed service provider basis. After a few years of steady growth bringing me up to a full workload capacity, he eventually became an employee and managed the day to day running of my business, allowing me to focus on the bookkeeping work without interruption to my days. During his employment, he also studied AAT bookkeeping in order that he could take on the responsibility of keeping my practice due diligence up to date and have enough knowledge to maintain our continuity of service policy.

Colin's duties included website design and marketing, keeping my advertised work diary up to date, IT technical support, business planning, client liaison, office management, internal accounts maintenance, continuity of service, data protection and anti-money laundering best practice procedures. He has performed his duties admirably, becoming an essential element in the seamless service to my clients.

Yours sincerely

Beverley Hall



# FITZMAURICE HOLDINGS LTD.

Registered Office: Avian Way, Salhouse Road, Norwich NR7 9AJ

---

13<sup>th</sup> May 2022

To whom it may concern,

I am pleased to provide a character reference for Colin Hall who worked for me as a Traffic Clerk from 18<sup>th</sup> May 1998 to 26<sup>th</sup> March 1999.

During this time, Colin showed himself to be reliable, industrious and honest with a good attitude to his work and colleagues. He left the company of his own accord and we were sorry to see him go.

Yours sincerely,

Dominic Fitzmaurice

**Mr Spencer Jackson**

**Heroes Fitness**

4 Bridewell Alley

Norwich

**NR2 1AQ**

**Tel: 01603 763870**

17<sup>th</sup> May 2022

**Re: Colin Hall Reference**

A few years ago Colin helped me learn how to optimise my website with keywords for Google search which helped increase traffic to [www.heroesfitness.co.uk](http://www.heroesfitness.co.uk). He also undertook many other search engine optimisation (SEO) techniques which over time resulted in large rises in our search engine traffic and increased sales.

Colin was always a pleasure to work with, always happy, with many stories to tell. Even today, many years after he did the work for me, we keep in touch and he continues to keep me up to date with the new tricks of the trade.

I would definitely recommend Colin for any website and SEO work for companies wishing to increase their visibility on search engines like Google to increase traffic and hopefully in to increase revenue.

Yours Sincerely

Spencer Jackson



**ELECTROPLATE (UK) LIMITED**  
SPECIALISTS IN METAL FINISHING

To Whom it May Concern

**REFERENCE: MR COLIN HALL**

We first engaged the services of Mr Hall in 2008 to build the website for our company – he was professional, knowledgeable and efficient throughout the whole process.

Calls and queries were/are actioned promptly and since the development of the site, he has been on hand to make amendments/updates as and when required in a very timely manner.

Mr Hall was a pleasure to work with and I would recommend his services to any potential customers.



MRS FIONA GOFF

01502 470045