



# RICHY BURNS

SELF EMPLOYED

## CONTACT

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## ABOUT ME

Over recent years I've developed a rich knowledge of countless softwares, online platforms & funnel/page builders. Being self-employed I've developed the ability to learn new skills, teach them to others and ultimately test and optimize processes to work together like a well oiled machine.

I'm highly motivated and I understand what it takes to continuously and effectively move the needle forward in terms of business and technical processes as well as communication between myself, partners, suppliers, employees, contractors and clients.

I am a family man with a 4 year old boy (and another one on the way). I thrive on daily challenges in my work life and I'm driven by a desire to contribute and to be part of something greater than myself.

I am a self motivated peoples person. This is indicated though my 2 businesses that I've been running over the last 3 and a half years, dealing with employees, contractors, partners, softwares, processes, critical thinking processes and more.

## WORK EXPERIENCE

### Owner

#### Evergreen Estimates | 2019 - Present

I run a web design agency catering to both local and international clients. We offer Wordpress website design (including ecommerce) SEO, Adwords, Facebook management and content creation, Facebook advertising and lead generation, Social media account creation, logo design services, email signatures, video training and hosting.

Additionally I run a separate business that caters to USA based home services companies. We offer a result driven lead generation service that provides our clients with inbound leads in the form of phone calls and form submissions.

My responsibilities as owner include prospect outreach, sales calls (via zoom), client onboarding calls, client communication, funnel building, testing and optimization, accounts management and wages.

### Independent Online Tutor

#### May 2017-2019

I tutored online with 2 different companies over a 2 year period.

I tutored adults in many different topics such as business English, Geography & Historical events. I always received great student feedback (even accumulating monetary tips from students who really enjoyed my classes) and I improved the English levels of countless students during this period.

● **Language Consultant**  
TutorABC | Sept 2016-May 2017

I work as a language consultant teaching basic, intermediate and advanced English to students worldwide.

I maintained a 9.8 average rating and I completed both my TEFL (TESOL) and TEYL Courses. I accumulated just under 900 hours of tutor time online.

● **Website Designer/Manager**  
JC Web | Jan 2014-Aug 216

I joined JC Web as a front-end website designer and gradually moved my way up to the position of manager where I had an employee who I managed on a daily basis.

My responsibilities included website design, logo design, SEO, Google Adwords, client liaison, sales meetings, process building and creative thinking in order to improve company results in terms of sales, daily processes and all round workflow.

● **Software Implementation & Maintenance**  
BK Bookbinders | May 2009-June 2013

My responsibilities consisted of assisting and managing the setup of various software programs and websites that aided our company in moving from a traditional brick and mortar company to adopting an online presence, namely:

Vision Pro 7 - Digital foiling and engraving software, including a website to digitally foil dissertations online

MPhoto - Photo Book software that allows customers to create and order their personal choice of Photo Book through our website and downloadable software.

I facilitated the setup of the website including content creation, after which I setup and maintained our social media marketing  
Photoshop - I used Photoshop in order to creatively design book covers (for Authors), logos, posters and pamphlets among other things.

InDesign - I used InDesign to create dynamic business cards with variable data for Business to Business customers.

General Programs - Microsoft word, Powerpoint, Excel, Macro Freehand, Adobe PDF Professional

● **Hotel Entertainment**  
Clive Napier Enterprises | April 2008-2009

I was responsible for organising and running entertainment activities and functions for both adult guests and their children who were visiting the hotel.

I worked at La Montagne Hotel and Umhlanga Sands. Some of the activities I organised were:

Karaoke, pool side activities, volleyball, soccer, darts & bingo

### **Partner/Manager**

Natal Oysters | Jan 2007-Feb 2008

I went into partnership with my father where we ran an Oyster harvesting and distribution business. I ran all business operations which included salaries, staff incentive, equipment maintenance and harvest area mapping

After successful harvests I would deliver oysters to our network of restaurants who were repeat customers. Our client base consisted of reputable restaurants such as the Oyster Box, Beira Alto, Ocean Basket (Umhlanga, Margate, Bluff, Musgrave and Richards Bay) Charlie Croft, Cafe Fish and Jimmys Killer Prawns

### **Circus Performer & Coach**

Frenchwoods Performance Camp | May 2004-Oct 2004

I was hand picked to work at a prestigious Summer Camp called Frenchwoods Festival of the Performing Arts in New York, USA on a 6 month contract. I took part in circus shows and coached students in various fields to perform in shows.

Whilst there, I mastered the following:

- Unicycle
- Flying Trapeze
- Fire Stick
- Tumbling
- Static Trapeze
- Trampoline

I also conducted guitar and gymnastics classes as an extra.

## **DESIGN/PROCESS SKILLS**

### **Front end Website Design**

WordPress Website design for a wide variety of local and international clients, including Ecommerce design and payment gateway integration

### **Page Builders/Softwares**

I'm competent in the use of various funnel builders/softwares such as Elementor, Divi, WP Bakery, HighLevel, ClickFunnels, Zapier, Integromat, Twilio, Trello, Slack and more. This is especially true for the purpose of testing, optimizing and fine tuning client campaigns to determine what aspects work well and what needs tweaking or removing

### **UX Design**

The design websites and sales pages with the end user in mind in terms of providing all relevant information in an easy to use layout.

## **Photoshop**

For the creation of logos, graphic design work, pamphlets, image editing etc

## **CODING SKILLS**

### **Wordpress**

I have been using wordpress as my preferred choice when designing client websites, sales page, funnels and test environments before launching finished projects

### **HTML, CSS**

I have basic knowledge of CSS and HTML. I mainly use the "Inspect Element" function in order to find, edit and add/remove code pertaining to a client website

## **ACHIEVEMENTS**

### **Gymnastics**

1st in Natal on 4 occasions throughout my career. 1st in South Africa in 1998 (I was 16 years old)

Represented South Africa against other African countries where I was placed 2nd overall (1998)

Received an "Outstanding Contribution to Sports" award at the Premier Sporting Awards Event at the ICC in 1999 for my contribution to Gymnastics

### **Athletics**

1st in Natal for cross country (13 years old)

### **Touch Rugby**

Selected for the Natal mixed touch rugby team in 2009, 2020 & 2021

## **CLIENTS**



**View my client feedback on the below link:**

<https://richyburns.com/#clients>

## EDUCATION

Aug 2013

**ISTQB Certified Tester Foundation Level (CTFL)**  
*BCS - Chartered Institute for IT*

Received my CTFL certificate from BCS, The Chartered Institute for IT

Jan 05-Dec 06

**Sports Management Diploma**  
*Varsity College Durban North*

In addition to receiving my diploma, I was elected by the students to become a member of the SLB (Student Liaison Body) whilst studying my Sport Management Diploma. The selection process consisted of all applicants to be voted on by the rest of the college.

As a member, my responsibilities consisted of:

The organisation of sporting and social entertainment for students

Registering new students for their course, diploma or degree

2003

**Matric pass with Exemption**  
*Northwood Boys High School*

Achieved Half Colours for Gymnastics throughout High School.

Registration Prefect in Matric year

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