

Digital Marketing Specialist/ Head Search/ PPC/ SEO Consultant Profile

Entrepreneurial and results-focused marketing and SEO specialist with 15+ years of experience driving revenue and business growth across several sectors.

Highly skilled at developing and implementing innovative and creative marketing strategies achieving ROI, driving sales conversions, furthering brand awareness, boosting engagement, enhancing visibility, and increasing customer loyalty. Google Certified, expert at utilizing Google, and key metric and analytic tools to collect data and evaluate campaign influence to improve/maximize strategy. Accomplished at developing and optimizing Pay-Per-Click (PPC), Social Media, and Search Engine Optimized (SEO) digital marketing campaigns. Ability to leverage indepth knowlegde of on- and off-page SEO, link-building, keywords, URL, and content creation. History of remaining current on competitor activities to inform and identify website performance improvement opportunities while following Google algorithm changes. Excellent communicator with flexible attitude and durable analytic skills.

AREAS OF EXPERTISE

- Digital & Content Marketing
- PPC Channels Specialist
- Marketing Strategy Development
- Search Engine Optimisation
- B2M & B2C Marketing
- Social Media Management
- Brand Development
- Website Management
- Stakeholder Engagement

PROFESSIONAL EXPERIENCE

The Search Equation (thesearchequation.com), Swindon, UK
Head Digital Marketing

10.2012 – Present

Oversee digital marketing strategy development and execution while managing daily operations. Create and implement SEO, Paid, Social Media and Content Marketing strategies with a focus on delivering exemplary ROI, whilst delivering clients' brand and product objectives. Liaise with clients to gain in-depth understanding of requirements and maintain communication throughout projects. Assess and analyse campaign success by performing in-depth audits to determine process/strategic improvements.

- **HVAC/ Technology Sector:** Created and disseminated engaging digital marketing campaigns across all digital channels including social media, email, and business websites. Targeted prospective and interested customers while measuring campaign influence.
 - Augmented sales by 21% by improving brand awareness and lead generation.
 - Surged website traffic by 25% with high level of conversion rate.
 - Boosted organic traffic by evolving on- and off-page search engine optimized content.
- **Lifestyle/ Health Sector:** Examined Google analytics results to ascertain SEO inefficiencies and established strategies to increase engagement, covert customers, and heighten ranking.
 - Ranked client business higher on Google searches by winning top three results of Google My Business listings.
 - Bolstered client revenue through optimizing Google search results.
- **Apparel :** Leading fashion brand audit, client journey and digital marketing strategy review
 - Implementation Paid and SEO best practices resulting initial 17% cost reduction
 - Organic SERP rankings increasing on average 12 points across core keyword phrases

- **Online Furniture Group:** Advanced SEO marketing campaigns and managed PPC to generate more traffic. Oversaw web development and content distribution while creating engaging and exciting customer experience to high conversion rate.
 - Integrated optimized PPC strategies to maintain competitive edge.
 - Enhanced organic growth across five websites by 23%.
 - Secured page 1 ranking on Google listings.
- **Gambling/ Casino Sector:** Evaluated, reviewed, and revamped strategic goals to align business objectives. Applied paid and organic SEO content across several platforms.
 - Increased net income by 20% overall.
- **Foreign Exchange/Fintech:** Restructured existing campaigns and designed targeted SEO campaigns for Forex platform.
 - Facilitated new business development and client acquisition.
 - Prepared company for repeated sales growth.
- **Real Estate:** Analysed existing marketing strategies while fostering process improvements to drive business objectives & implement strategies to boost engagement and cut costs.
 - Overhauled campaign framework and enriched bidding strategies while increasing ROI.
 - Diminished Adwords CPC by 20% by integrating negative keywords, maximizing keyword match strategies, and increasing click-through rate.

You Need Web Traffic, London, UK
SEO Specialist

07.2008 – 09.2012

Researched industry trends and wrote quality content integrating SEO keywords and content. Created and managed high-profile client portfolio. Managed website content and set up/regulated client social media channels while incorporating SEO strategies. Cultivated and maintained relationships with clients. Analysed campaign impact by continuously monitoring progress through Google Analytics. Consulted with clients throughout projects to deliver progress reports and update campaign strategy based on data-driven results.

- Drove engagement between brand and customers.
- Maximized campaign efficiency through enhanced campaign management, augmented SEO strategies, and results tracking through Google analytics.
- Generated and presented detailed status reports to internal/external stakeholders to support client relationships.
- Enabled heightened future decision making by providing actionable campaign insights.

ADDITIONAL EXPERIENCE

Euro Digital, Valencia, Spain
Head of Search

Established digital marketing and website development agency in collaboration with business partners. Established and implemented organizational strategy while directing operations and tracking budget expenses. Recruited and selected seven employees while improving/directing customer service, marketing, and finance departments. Oversaw varied portfolio of clients across UK, Holland, and Spain.

- Facilitated business sale by structuring business processes.
- Bolstered revenue growth from \$0 to \$485K through unique brand positioning and offering bespoke services while expanding operations.

EDUCATION

HND Business Studies
University of Bristol • Bristol, England

LICENSES & CERTIFICATIONS

Google Advanced Analytics Qualification
Google Digital Academy

Google Search Ads Certification
Google Digital Academy

Google Shopping Ads Certification
Google Digital Academy

Google Individual Partner
Google Inc.

TECHNICAL PROFICIENCIES

Ahrefs, Shopify, Magento, Majestic, WordPress, Mail Chimp, Moz, Data Studio, YouTube, Google Analytics, MS Excel, MS PowerPoint, Cyfe & Klipfolio KPI Dashboards, Agency Analytics, Google Search Console, Sem Rush