

Professional Profile

With a focus on maximising client profitability through broad-ranging digital marketing strategies and on-site optimisation, I have proven expertise in boosting e-commerce sales through a broad range of on-page and off-page methods. With extensive digital industry knowledge, I am able to engage diverse teams of specialists to deliver projects from across the e-commerce spectrum from running SEO and content campaigns to PPC Management and conversion optimisation.

Core Skills

- Content Marketing
- PPC Campaign Management
- Web Development
- Metrics & Analytics
- SEO Optimisation
- Conversion Rate Optimisation
- Social Media Marketing
- SEMrush, Crazy Egg, Moz, OSE

Career Summary

Apr 2011 - Present

Consultancy Digital Marketing
Director  Online Marketing Consultant

Outline

Founder and Director of leading digital agency providing a range of services to improve website traffic and sales conversions for small to medium-sized businesses.

Key Responsibilities

- Liaising with business to gain an in-depth understanding of their work and needs
- Project managing the delivery of all client work from scope through to on-time delivery
- Developing and managing online marketing campaigns to drive relevant traffic to client sites
- Maximising customer click through rates by creating engaging and entertaining web content
- Extending market reach through development of integrated social media marketing campaigns
- Utilising Google webmaster tools and Google analytics to continually monitor campaign performance
- Identifying and implementing site enhancements and improvements in usability and design
- Continual SEO development including key word research, site optimisation and outreach campaigns
- Analysing conversion rates and compiling reports to establish most popular pages and products

Key Achievements

- DiamondJewellery: Provision of full SEO audit and checklist of key recommendations in line with ecommerce platform move which generated an increase in organic traffic of 18.32%
- FootballSite: Generated significant increases in ROI through a full Google AdWords PPC Campaign, which equated to 23.45% of all sales for the company
- MarketingFirm: Developed AdWords and SEO campaign which saw an increase of 215% in organic traffic and a 1136% ROI from Google AdWords
- FoodCompany: Full online marketing and SEO strategy development from company start-up which has seen them grow to a £1m turnover within 2 years