

# MARGERY PIKE

## Facebook, GA, & Ads Certified Digital Marketing Specialist

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### EXPERIENCE

#### Digital Marketing Specialist

**AIIESEC**    2016 - Ongoing    Manchester, UK

AIIESEC is the world's largest non-profit youth-run organization.

- Optimized the EMEA blog within template limitations, leading to a 250% increase in conversions
- Achieved 50% lower of overall cost per customer acquisition in 2016
- Rolled out a 150+ screen digital signage system for external and internal communication
- Launched new landing pages with 50% higher conversion rates

#### Digital marketing specialist

**Euphoria**    2017    Manchester, UK

Euphoria is a food & beverage company managing restaurants.

- Obtained an 826.87% ROAS in the first month of an AdWords campaign for a client targeting a new market
- Organised a 150+ person customer event (maternity cover role)
- Managed 3 different clients, updating their content and SEO visibility on a daily basis
- Generated additional \$1.2M yearly revenue by developing online sales and self-service platform

#### Digital Marketing Specialist

**Infinix Mobility**    2009 - 2013    Hong Kong

Infinix Mobility is a Hong Kong-based smartphone manufacturer founded in 2013. The company has manufactured in China, research and development centre in France and Korea.

- 180+ blog articles published on digital marketing
- led Spotline App from 0 to 125k app installs in 8 months
- Launched a user generated campaign for Cricut that received almost 200 entries on its first day

#### Digital Marketing Specialist

**Maccaferri**    2008 - 2009    Manchester, UK

Maccaferri is a global leader in the civil engineering sector, with more than 70 subsidiaries around the world, and a turnover of 500M €.

- A/B tested subject lines, increasing open rates by 29%
- Made and automated 25 sales funnels

#### Junior Digital Marketing Specialist

**Belsire**    2005 - 2008    Manchester, UK

Belsire is a young fashion company that produce accessories for men.

- Created and promoted 35 client websites
- Increased revenue in the direct marketing channel 150% in one calendar year
- Drove email marketing and website re-marketing that increased email subscriber list by 77% in 9 months
- Participated in the development of brand film experiences for JanSport's 2017 Media Plan

### EDUCATION

#### BS, Management and Information Systems

**The University of Manchester**

1999 - 2001    Manchester, UK

### LANGUAGES

Advertising	Proficient	<div><div></div><div></div><div></div><div></div><div></div></div>
Branding	Advanced	<div><div></div><div></div><div></div><div></div><div></div></div>
Marketing	Advanced	<div><div></div><div></div><div></div><div></div><div></div></div>

### PROJECTS

#### Revoilution

06/2016 - Ongoing    Milan (MI)    [www.revoilution.it](#)

Revoilution is a oil mill to make fresh olive oil

- paid social media campaigns | 20€ CPA
- email marketing A/B test | 15€ CPA

#### nonsolocomo

08/2016 - Ongoing    Como (CO)  
[www.nonsolocomo.info](#)

It's a news&events website focus on Como area

- content management | +25% CTR in 2 months
- Facebook campaigns | -35% CPC in 2 months

#### Merletto Handmade

09/2016 - Ongoing    Milan (MI)  
[www.merlettohandmade.com](#)

Craft ties and bow ties made with the best fabrics

- content management and social campaigns
- branding activities | PR & product placement

### CERTIFICATION

#### Facebook Certified Buying Professional

**License 321-101**

#### Google Ads Search, Display, Video Certification, Programmatic

**Completion ID: 31920101**

#### Google Analytics Certified Individual

**Google Analytics Academy**