

Damian Gillesen

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Key Skills

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|--------------------------------|-----------------------------|--|
| • Building Relationships | • Used to fast-paced work | • Strategy design & implementation |
| • Collaboration/teamwork | • Performance Analysis | • Project work |
| • Analytical and organised | • Feedback & Man-management | • Traveller/explorer & Cultural enthusiast |
| • Self-motivated & disciplined | • SEO & promotion writing | |
| • Adaptable & quick learner | | |

Employment / Work Experience

Mar 2022 – present SEO Content Writer

Rant Casino, 77 Spinola Road St Julians Malta, STJ3049

Responsibilities:

- Since June I have been the content writer/creator for the www.rantcasino.com site for whom I have been responsible for all content writing including the following:
- Learning how to use the free version of WordPress and how to SEO proof all posts using Yoast SEO, Semrush SEO and HTML
- Producing all content including site, provider and game reviews, static SEO casino content for the site, daily news articles, blog posts, and CRM marketing material, all of which have contributed to the site gaining organic traffic without extra investment into marketing required (a customised portfolio is available upon request)
- Analysing the statistics of the site (Google Analytics and Semrush) and social media engagement to better understand what works and what doesn't, understanding link-juice better, and develop our strategy and constantly learn and improve

Dec 2019 – present Operations agent

Bitstarz Casino, Leandrou, 12A 3086, Limassol, Cyprus

Responsibilities:

- This role has been comprised of all things operations: checking and processing cashouts
- Directly handling and being responsible for VIP players and their accounts
- Doing fraud analysis and game-play checks to ensure legitimacy
- KYC and document analyses
- Tickets and escalations, and 2nd line support duties
- Training of new agents and basic agent work, chats, emails etc.

Jan 2018 – Dec 2019 Ambassador Coach & Recruiter

Casumo, The Unicorn Centre, Triq il-Uqija, Swieqi, Malta

Responsibilities:

- I delivered kickass training to over 57 new Ambassadors; this requires training in multiple areas including customer service skills, responsible gaming, anti-money-laundering, loyalty, affiliation, compliance and many other areas

- I was a producer for the Ambassador-recruiting team; this has involved scheduling interviews, leaving reviews and feedback on new candidates' applications; hosting multiple interviews [over 50], reviewing resumes and cover letters [over 500], doing first round as well as competency based interviews, developing the process and procedures, and training
- I have produced and executed the monthly inductions at Casumo for over 1 year and have on-boarded over 170 people
- Developing, planning and hosting requested training courses on multiple topics including entry into new markets, compliance and new products
- Being a producer for the Ambassador team by developing the system, writing new procedures and enhancing existing ones; this has included founding and maintaining a buddy/mentoring system, feedback and quality review system and multiple CPD or skill development training courses
- Working as part of the responsible gaming team, developing the system at Casumo from it's infancy, writing policies/guidelines and training all new Casumos in the area of responsible gaming alongside other members of the team

Oct 2016 – Jan 2018 UK CS Ambassador

Casumo, The Unicorn Centre, Triq il-Uqija, Swieqi, Malta

- Providing assistance, advice, life hacks and jolly small talk with our players through chat and email, as well as monitoring social media and gaming forums, among other things

Education / Qualifications

2024 **SEO 2023: Comprehensive SEO Training Course (With ChatGPT)**
Udemy.com

2023 **1: SEO Principles: An Essential Guide for Beginners**
2: Content-Led SEO with Brian Dean
3: Keyword Research Course with Greg Gifford
Semrush Academy, semrush.com

Sep 2012 – Sep 2013 **Masters in Education in Special Educational Needs (M.Ed in SEN)**
Trinity College Dublin, College Green, Dublin 2, *Ireland*
Result: Distinction & a PhD offer

2008 – 2011 **Bachelors of Arts (Honours) in Psychology (B.A Hons)**
National University of Ireland, Maynooth, Co Kildare, *Ireland*
Result: Upper Second Class Honours Grade 1 (2.1)

- Additional First Year Subjects: German and Economics

Additional Information

Languages: English and proficient German, and basic Spanish

Licence: Full, clean B driving licence and own transport

LinkedIn Profile: <https://www.linkedin.com/in/damian-gillesen-055011156/>

A writing sample or a letter of recommendation and references are available upon request.