# ­Status: British | London | 07361755043 | [francasayo@yahoo.com](mailto:francasayo@yahoo.com) | [linkedin.com/in/francisuzoh](https://www.linkedin.com/in/francisuzoh/)

**Francis R. Uzoh**

I am a performance marketing manager with over six years of hands-on experience in Search Engine

Optimization (SEO), Paid Search, User Experience (UX), and Analytics across various industries. My expertise extends to working in middle to senior management roles, showcasing a consistent track record of boosting ROI, driving traffic, and elevating conversions through adept digital marketing strategies. I’m also proficient in managing and building Content Management Systems (CMS) like WordPress.

# Professional Experience

* October 2022 – Present: Dazzolesy

Title: Search Manager

Location: London

* Conducted SEO audits of client websites, analyzed site architecture and technical SEO issues, and provided prioritized recommendations to improve organic rankings. Increased average keyword ranking for target terms by 15 positions within 6 months.
* Optimized on-page content for target keywords, improved page load speeds by 22%, and restructured site navigation. Used keyword tracking tools to identify new optimization opportunities and monitor ranking improvements over time.
* Managed PPC campaigns across Google Ads and Facebook Ads, A/B testing Ad creative and landing pages. Lowered cost per conversion by 28% and improved conversion rates by optimizing targeting, bids, and campaign structure.

## October 2019 – September 2022: Dynamis (BusinessesForSale.com – A listing marketplace): Location: London

Title: Marketing Manager (with line management experience)

* Conducted site audits on BusinessesforSale.com (with other 27 Country variants website) that identified Hreflang mismatch and Canonical misconfiguration.
* Redesigned broker site admin interfaces to enable specific SEO configurations. Resulted in unique broker pages for each location.
* Set up, and optimized Google AdWords Ads – resolved tracking issues. AdWords click-through rates (CTR) rose from 15% to 58% without additional costs, which doubled ROI.
* Created Google Ad Manager campaigns and managed programmatic campaign for clients. Franchises’ leads increased by 80%.
* Managed analytics tagging and tracking conversion funnels – improved customer journey and conversion raised to 7.85%.
* Trained and mentored a 5-member cross-functional team on the basics of SEO and content strategies. This activity improved content production and development
* Innovated radius search technologies that increased organic traffic by 25%
* Introduced different content guides to expand the keyword base. 5K keywords were introduced with this method.
* Developed different content hubs to streamline internal linking strategy that helps sustain competitive keywords ranking.
* Communicated SEO changes to the project manager and development team and weekly follow ups to implement recommendations.

## March 2018 – Sept 2019: Yof Digital

## Title: Technical SEO Manager | Location: London

* Identified site issues and conducted website audits for technical issues
* Managed Naijadazz News and its Vanilla forum site – resolving plugin conflicts, increasing page speed
* Migrated website from HTTP to HTTPS with minimal disruption, migrated to CDN Cloudflare
* Reviewed and published contents from news bloggers

## November 2017 – February 2018: Contiki (A travel company)

Title: Technical SEO Manager | Location: Bromley London (Agency and stakeholder management)

* Collaborated with agencies to implement SEO strategies
* Interpreted SEO technical recommendations to team members and stakeholders
* Provided keyword information to the PPC manager for AdWords Ads group Structure

## October 2017 (Remote: 4 weeks SEO contract): EssentraComponents

Title: SEO Contractor | Location: London

## September 2016 – July 2017 (Fixed Term Contract): The London Clinic (Healthcare)

Title: Senior Online Marketing Executive - (SEO/PPC) | Location: London

## November 2015 – April 2016: Editec (PremierBet.com – A gaming company)

Dec 2014 – August 2015: Shaw Academy London (Online learning education company)

Title: Web Manager & SEO | Location: London

## 2013 (Jan - Nov): XGLOBAL Markets (Online Forex broker)

## Title: Web Manager & SEO: Location: Cyprus

* Dec. 2010 - July 2012: EuroCasinoBet Ltd. (online casino company)

# Education

* University: MSc. Computer Information Systems (Dissert: A - 3.16 PA):

BSc. Applied BCH (Final Project: Grade A: 3.28):

# Web Design and Technical Skills

**Programming skills**: (out of 5 knowledge level) – HTML (4/5), CSS (4/5), JavaScript (1.5/5), and PHP (1.5/5).

**Content Management Systems (CMS):** Experienced with Joomla, Drupal, and WordPress. Proficient in building functional websites with custom theming using these CMS platforms

**Design Tools**: Skilled in Adobe Photoshop (CS6) and Adobe Illustrator (CS6) for graphic design