

Website: liamhennessy.co

Blog: thefinalmonsoon.com

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Location: Bonn, Germany (UTC+1)

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Email: lj.hennessy@hotmail.com

Languages: English (Native), German (Fluent)

Nationality: Irish (EU)

CAREER SUMMARY

December 2017 – March 2019

6H Media GmbH Cologne, Germany

Media Analyst & Creative Strategist

Media Analyst & Creative Strategist for leading performance marketing agency 6H Media. Responsible for the conception, creation, research & planning of Content Strategy & Content (copy, images & videos) distributed across multiple paid & organic channels, in accordance with insights gained from Traffic & User Analytics. Project Management for numerous SEO & Paid Advertising hybrid projects.

Achievements

- **Structure & Planning of 6H Media's Creative Department**, resulting in effective, efficient workflow & communication between the Creative & Media Buying Departments.
- **Created an Efficient Archiving System for Content & Comprehensive Guidelines** for the creation of copy, images and videos for multichannel campaigns.
- **Creation of Digital Lead Generation Assets**. Planning, optimization (SEO), content strategy & creation of Insurfolio.co.uk, content strategy & creation for TrueCompare.org, Banking-on-Bitcom.com & Finsurfolio.com.
- **Coordination of Freelancers, Creative Professionals & Media Buyers**. Successful creation & implementation of content to increase profits in campaigns. Carried out A/B testing with Media Buyers to improve ROI.

Tasks

- **Data Analytics**: Analyses of Traffic & User Metrics to gain insights for Content Strategy, Conversion Optimization & Content Creation. Analysis & improvement of Sales Funnels for Lead Gen. & eCommerce sales.
- **Content Strategy & SEO**: Competitor Analysis, Keyword Research, SEO & Paid Advertising Strategy, Project Management.
- **Content Creation**: Copywriting (Ad Copy & Landing pages), Image & Video Editing.
- **Creative Direction**: Creation of fresh video & image content on weekly "Creative Runs". Outsourcing & direction of video & image content to freelancers.

March 2015 – November 2019

metaflake GmbH Cologne, Germany

Country Manager (UK, USA & Australia)

Digital Marketing Manager ("Country Manager" – UK, USA & Australia) on the International Team. Responsible for the maintenance of UK, AU & Australian Online Dating Comparison sites and increase of revenue. Primary tasks were conception & creation of content, On- & Off-Page SEO efforts, PR & Affiliate Management.

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Achievements

- **Successful Implementation of On- and Off-Page SEO & Content Strategies.** Boosting search engine rankings, conversions and increasing profit from an average of EUR1,000/month to an average of EUR30,000 a month in the UK and Australia respectively.
- **Effective Outreach as Press Spokesperson for English-Speaking Dating Comparison Portals,** successfully increased brand awareness through the publication of press releases and dating industry studies. Gathered backlinks from major publications (The Guardian UK, DatingAdvice.com, The Economist), leading to greater authority and ranking on search engines and, ultimately, profit.
- **Assisted in Affiliate Marketing & Market Research Efforts,** gathering high-quality products to sell and increase pay outs and conversions through organic traffic. I assisted in projects on our French and Dutch Online Dating Comparison portals, creating localized content in English to be translated & published on our respective sites in those countries.

Tasks

- **On-Page SEO:** Competitor analysis, keyword research, on-page content strategy (creation of Dating Site Reviews), technical & keyword optimization, traffic monitoring & reporting, internal linking strategy.
- **Off-Page SEO:** Link-building & outreach. Creation, publication & distribution of Press Releases & yearly Dating Industry Studies.
- **Content Management:** Content migration, content planning & creation, image editing.
- **Project Management:** Coordination of translators for our Dutch and French sites.

June 2011 – March 2015

Independent Contractor *Essen, Germany*

Content Manager, Copywriter & Translator

Freelance Copywriter, Content Manager & Translator (DE-EN).

Achievements

- **Worked Successfully with Numerous Clients on Various Long- & Short-Term Copywriting Assignments.**
- **Effective Outreach & Client Acquisition.**

Tasks

- Copywriting for Content Marketing purposes (ad copy, landing pages, SEO content, blog posts).
- Translation of texts from German to English
- Content creation: basic image & video editing
- Outreach, client acquisition & maintenance of business relationships.

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CORE SKILLS

- **SEO:** Competitor Analysis, Website & Traffic Analysis, Keyword Research, Content Marketing, Link Building, Digital PR & Outreach, Social Media Management, Conversion Optimization.
- **Media Planning:** Media, Metrics & Competitor Analysis, Media Buying Strategy, (Paid) Social Media Strategy, Email Marketing, A/B Testing, Market Research
- **Creative:** Creative Strategy & Direction, Project Management, Content Conceptualization & Creation, Copywriting, Video Direction
- **Technical & Project Management:** HTML, CSS, CMS, Image Editing, Video Editing, Wireframing, Technical SEO

SOFTWARE & TOOLS

- **Graphic Design:** Adobe Creative Suite (Photoshop, Photoshop Elements, InDesign), Wondershare Filmora, Fotor, Canva, Befunky, Lumen5, Pixlr, SnapChat Creative Hub, Facebook/Instagram Creative Hub.
- **Front End:** HTML, CSS, JavaScript, Wordpress, Drupal, Joomla, Wix, Squarespace, Instapage.
- **Analytics:** Ahrefs, BuzzSumo, Google Analytics/Search Console, Google Trends, Facebook Insights, Twitter Analytics, Pinterest Analytics, TweetDeck, Ubersuggest, Google KW Planner, AnswerThePublic, OpenSiteExplorer, Botify, Screaming Frog, Voluum, Pinterest Analytics.
- **Content Curation:** Feedly, Pinterest, Quora, Scoop.it, Twitter Lists.
- **Social Media Platforms:** Twitter, Facebook, Pinterest, LinkedIn
- **MS Office:** Excel, Word, Outlook
- **G Suite:** Gmail, Google Docs, Google Sheets
- **Project Management & Communication:** Trello, Asana, Slack, Skype