



# Jeremy Luscombe\_

Digital Marketer

## Profile

Digital marketer with a proven track-record of optimising websites for search engines, driving organic traffic, increasing SERP rankings, CRO and strengthening and diversifying website backlink profiles. Strong experience using Wordpress (5+ years), as well as experience in custom theme development. Good knowledge of HTML5, CSS, SCSS, Bootstrap, PHP for Wordpress, Javascript and jQuery.

Adept with Google Ads: increasing account KPIs, optimising campaigns through A/B testing, conversion tracking and landing page optimisation.

## Details

### DOB:

17/08/1989

### Address:

London, United Kingdom

### Phone:

07860629798

### Email:

jeremy@jeremyjl.com

### Website:

https://dev.jeremyjl.com

## Tools

Wordpress

Photoshop

Google Analytics

Ahrefs

Shopify

Google Tag Manager

Google Ads

Screaming Frog

SEMRush

Adobe XD

Google Search Console

## Job Experience

### LOGMYCARE

MAY 2020 - PRESENT | SENIOR DIGITAL EXECUTIVE

- Reporting directly to CTO. Responsible for running SEM and email marketing campaigns. Development and maintenance, including CRO and technical SEO, of flagship website.
- Direct line manager for junior marketing team members, acting as lead on collaborative outbound marketing campaigns. Responsible for personal development and upskilling of members of team.

### RESONICS

2014 - 2020 | DIGITAL MARKETING MANAGER

- Head of digital marketing at London interior acoustics firm, responsible for maintenance & development of two company websites (Wordpress), running SEO, PPC, SEM & email campaigns.
- 5 x increase in organic traffic during tenure (2014: 4,000 organic sessions / month to 20,000 organic sessions in late 2019). #1 SERP ranking for numerous target keywords (e.g. "acoustic baffles").
- Sole manager of Google Ads account (£200k + annual spend). Enacted granular (SKAG) approach to Ad Campaigns, A/B testing and landing page optimisation to drive conversion rates.
- Created and disseminated blog content to increase and diversify backlink profile. 40 x backlink increase, including from high DR websites such as Bloomberg, New Statesman and Lifehack.

### SR7 / KPMG

2012 - 2014 | SOCIAL MEDIA ANALYST

- Social media analyst for Sydney social media analyst firm SR7 (now integrated with KPMG), responsible for monitoring and reporting on social media risk and strategy for Australian banks and non-profit organisations.
- Outward facing consultant, providing expert advice and actionable intelligence to clients regarding their digital media strategy.
- Responsible for the production of well written, insightful risk reports for clients on a daily, weekly and monthly basis

### NEWS.COM.AU

2011 - 2012 | WEBSITE MANAGER, JOURNALIST

- Production of well written, soundly researched journalistic news stories and content aimed at target demographics and audiences. Articles published on website and Sydney newspaper 'MX'.
- On-page SEO of submitted articles. Ensuring optimal heading structure, inclusion of meta tags tags and optimisation and compression of multimedia.
- Daily maintenance of website including using Google Search Console to identify indexing and crawl errors and 404s. Responsible for adding 301 and 302 redirects.

## Education

### UNIVERSITY OF NEW SOUTH WALES (UNSW)

2008 - 2012

Bachelor of Media & Communications, Journalism (Distinction)

### SYDNEY BOYS HIGH SCHOOL, SYDNEY, AUSTRALIA

2002 - 2007

Secondary Education