

Katherine Chapman

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Personal statement

I am a determined and productive SEO Outreach Marketer with a clear, logical mind and a drive to see things through to completion, showing myself to be self-motivated and capable of working under pressure. Currently self-teaching and enrolled on a full stack web development course, I have become proficient with HTML, CSS and JavaScript. I am also open and dedicated to learning additional technologies and coding languages to enhance my skillset and develop myself as an aspiring web developer. At this time, I am based in an SEO position with UK Linkology and volunteer with Surface Gallery. I am looking for a position focused on web development; to be a hard-working asset to learn, grow and develop.

Education

**The Holgate Academy &
The Holgate Academy Sixth Form**
(2006-2013)

10 GCSEs grade A*-C including Maths, English and Science

University of Derby

(2013 – 2016)

Geography (Bsc)

2:1 - Second Class Honours (1st Division)

Key Skills

- HTML, CSS, JavaScript and front-end frameworks – Bootstrap and React.js
- Experience with API integration and Git
- Technical SEO and tools: Ahrefs, Semrush, Majestic
- Written and verbal communication
- Attention to detail
- Logical approach to work and problem-solving

Employment History & Experience

Marketing Volunteer - Surface Gallery

2020 October - Present

- Working within a team to ensure exhibitions are set up for opening nights and run smoothly throughout their duration.
- Getting involved with marketing exhibitions by publishing press releases or using social media.

SEO Outreach Specialist - UK Linkology

2018 February - Present

- Find opportunities to outreach and secure for clients.
- Research new tools, methods and current link building trends to find more/better websites to outreach – sharing this within the outreach team and other colleagues to keep SEO knowledge up to date.
- Analyse websites' metrics such as Domain Authority and Trust Flow, to identify authoritative and relevant profiles.
- Write persuasive eye-catching pitches to bring in recipients interested in content partnerships.
- Updating any necessary information into a database in a clear concise manner for other departments to use and access.
- Communicate with the Account Managers to ensure content placements and client campaigns are running smoothly.

Achievements

- Last year, I confirmed over 1000 new site opportunities to use, currently over 600 as of June 2021.
- In 2018, I created the first draft of our main database that would go on to house all the opportunities we have to work with.
- Created new and improved outreach methods and processes that takes advantage of the SEO tools we use in house, such as Ahrefs Linked Domains, Keyword Explorer, Semrush Keyword Analyse, and Competing Domains.
- Trained the outreach team in new methods I have found effective and reliable to ensure we can bring in the best websites for our clients.
- Produced training videos for new employees to cover inhouse processes and methods we have available.
- Created new processes to improve the overall outreach process and to make sure the database is maintainable, e.g. duplicate checks and keyword research.

Hobbies & Interests

- Hiking and bouldering – regular visitor to the Peak Districts.
- Programming and designing websites – currently enrolled in a fullstack web development course.
- Origami and drawing – creative outlet and something I enjoy doing for friends and family.

References

References are available upon request.