

SAM WARD

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PROFILE

Over 4 years digital marketing experience, core skills range from SEO to web design as well as leading teams in key digital projects.

EXPERIENCE – THERMO LOGISTICS

July 2017 – Present (6 month Contract): **Digital Marketing Manager**

Thermo Logistics

My key responsibilities in this role involved developing, implementing and executing strategic digital marketing plans for Thermo Logistics to attract potential customers and retain existing ones.

- **Strategic Planning and Reporting:** Build from scratch a strategy and marketing tools to build the company's presence online and create a whole new channel for lead acquisition. Adapt and maintain plans based on market influences and channel testing. Measure and report performance of campaigns and any successes and learnings to Managing Director on a weekly basis and board every month. Manage budget and forecasting for the future.
- **Content Creation:** Chair a "creative thinking" group to come up with new campaigns and dig out information relevant to broadcast to current and potential customers. External relationship building to create case studies to display online. Manage external agency to create engaging content for the website and email channels.
- **Online Marketing:** Redevelop website, adding interesting and relevant content to drive potential sales leads that can be converted by the sales team. Drive more visits to the website using cost effective acquisition channels such as SEO, PPC and Affiliates. Use of analytics and user feedback to help tailor journeys and increase conversion rates. Drive Email sign-ups and grow the contactable database.
- **Email Marketing:** Responsible for the creation, building and reporting of email campaigns using the "creative thinking" group. Segmentation, testing and targeting of the email database to maximize relevance to the potential customer and overall effectiveness of the campaign by driving conversion rates. Created email automation and preference center to gain insight into our customer and potential customer base, segmenting the customers based on their preferences and targeting them with relevant email messages.
- **Supporting Sales:** Generate quality sales leads via online channels for the sales team to price and convert to new business. Support sales team with driving new acquisition initiatives online. Work together to create prospect sales pack for use of the sales team to engage potential customers. Liaise with sales team to develop customer segmentation to: Drive more spend with current customers through frequency / increased number of drops. Reengage lapse customers tactically to regain their business. Look at inefficient routes or areas we wish to grow into and target our database offering competitive services in that area.
- **Other Responsibilities:** Create brand guidelines to maintain consistent communications. Work with HR department on internal communications and create an internal email newsletter as well as an automated email that will email new starters information about the company and downloadable handbook.

PRIOR CARRER – GREENE KING

March 2016 – July 2017: **Senior Ecommerce and Digital Marketing Specialist**
(takeover) Greene King

My main role at Greene King was to lead a team to manage onsite merchandising to promote key events and campaigns. This is across 22 branded websites and the goal was to grow their key performance indicators. The role was very dependent on cross functional relationships that involved working closely with the brand, ecommerce and web design teams; working together to plan, design and execute web creative and onsite content.

- **Online Merchandising:** Launch of key events to maximise event bookings. Manage a merchandising plan across Greene King managed websites to ensure latest marketing campaigns and events are promoted effectively online.
- **Generate traffic:** Understand the technical aspects of SEO & onsite SEO. Build Greene King web presence through development of Google business listings and other third party integration techniques.

- **Streamline conversion:** Ensure website content converts guests to online bookings with strong call to actions, clear journeys and compelling messages.
- **Website management:** Ensure site content, such as pub information and menus, is kept up to date. Use of the CMS and data interfaces to manage changes with zero errors.
- **Measuring success:** Constantly monitor, analyse and evaluate performance of e-commerce activities. Reporting of key metrics such as clicks, CTR and page views.
- **Innovate:** Constantly find new ways to reach and excite guests. Keep up to date with industry developments and new digital opportunities. Try and test new ideas, whilst monitoring and evaluating their success.
- **Build big relationships:** Internally with the brand and wider marketing team to get buy-in for key digital initiatives. Externally with digital marketing providers and agencies.
- **Project Management:** Manage external web developers and their work priorities to ensure bugs are fixed, CMS improvements are applied and all quick wins are achieved.

PRIOR CAREER – SPIRIT PUB COMPANY

Ecommerce and Digital Marketing Specialist

During the merger of Spirit Pub Co and Greene King, I stepped up to take responsibility for integrating Spirit website best practices on to several new Greene King CMS platforms. This involved leading the transition from interacting with 6 brands to 22 and 2 CMS platforms to 5.

- Lead online merchandising for key events such as Christmas and Mother's Day to drive online bookings.
- Digital lead for data automation project.
- Maximisation of online bookings.
- Drive online acquisition to build CRM sign ups.
- Lead technical SEO to drive organic visits to the website.
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Ecommerce and Digital Marketing Executive

After the successful completion of my Graduate year I was offered a permanent position. I continued to manage the general administration of the websites and Google Places for the Business. Using my initiative, I took responsibility to lead the data integrity of the "pub pages project". Managing relationships with an SEO agency Koozai I worked alongside the team to significantly grow organic visits to the websites through a variety of techniques.

Digital Marketing Graduate

Selected to join the Graduate Scheme coming from working at pub level to join the digital team.

The role initially encompassed a broad spectrum whilst I experienced the different aspects of the Digital team. I gained experience within Ecommerce, CRM, Affiliates, Acquisition and Analytics. I specialised in the latter half of my graduate scheme in Ecommerce and controlled the day to day maintenance of the sites, controlled backend data and launched events and menus online. I also provided the analytics and insight to one of the key projects of redesigning the user journey of the websites and working closely with UX manager, Ecommerce manager and project teams.

PRIOR CAREER – PHOTOPORT

Freelance Digital Marketing

- Introduced online enquiries for products.
- Introduced email sign up and weekly newsletter (Mailchimp).
- Built webpages (HTML, CSS).
- Grew organic visits - SEO.

KEY SKILLS AND EXPERTISE

- **Site Management:** Experienced with Orchard, Wordpress, Drupal, Concrete 5 and Superior Commerce
- **Basic Web Development:** Proficient HTML, CSS, Adobe Dreamweaver
- **Web Analytics:** Google Analytics, Adobe Analytics, Web Master Tools
- **Email:** Mailchimp, Email builds, Test and targeting
- **Project Management:** Internal Course, JIRA, Basecamp, Podio
- **Communication:** Strong communication skills, excellent presenter
- **Problem Solving:** Digital solutions for business problems

- **Search Engine Optimisation:** Schema Mark Up, technical SEO, Google Places for Business
- **Writing & Graphics:** SEO copywriting, Adobe Photoshop

EDUCATION/TRAINING

- **Marketing Management (BA Hons 2,1)** – De Montfort University
- **Digital Marketing Practitioner** - The Institute of Direct and Digital Marketing
- **A Levels:** History, Business Studies, Physical Education – King Edward VII Sports Science College

REFERENCES

Heather Menzies – Logistics Director (heather.menzies@thermologistics.net)

Andrew Lewis – Head of Digital (andrewlewis@greeneking.co.uk)

Derek Fieldhouse – Business Development Director (derekfieldhouse@photoxport.com)