



# BELINDA (BEL) LLOYD

## PROFILE SUMMARY:

Experienced across diverse organisations in the fields of marketing & web services.

## SKILLS & EXPERTISE:

### DIGITAL MARKETING

- Consulting/training (Sales & Marketing)
- Google Ads | Facebook Ads
- Google Analytics | Data Studio | Docs
- Campaign reporting & data analysis
- SEM with PPC Campaigns
- Social media strategy & implementation
- Graphic design briefing & implementation
- Adobe creative suite
- SEO & backlinks building/strategy
- Content, copywriting & corporate blogging
- Project management for rebrands

### WEB DEVELOPMENT & SERVICES

- Website design | InVision
- Website UX/UI | Balsamiq | Sketch | XD
- Web development | Angular | Dreamweaver
- Project management for websites

### GENERAL

- Excellent communication skills
- Confident in public speaking & presentations
- High level critical thinking problem solver
- Highly developed analytical skills
- Experienced Project Manager | Scoro | Asana
- Expert computer & web user
- Microsoft Suite expert incl. adv. level Excel

## CONTACT INFORMATION:

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LinkedIn: [@bslloyd](https://www.linkedin.com/in/bslloyd)

## REFERENCES:

Available on request.

## DIGITAL MARKETING PROFESSIONAL WITH EXECUTIVE LEVEL EXPERIENCE

## WORK EXPERIENCE:

### DIRECTOR / DIGITAL MARKETING CONSULTANT

*Zandi Consulting | 2016-Present*

- Consulting on digital marketing, web services & content strategy for SME clients
- Managing website redevelopment projects including SEO strategy
- Conducting data analysis & modelling for presentations at executive level
- Collaborating & building strong relationships with key stakeholders
- Managing SEM for clients within Google Ads | Facebook | Instagram
- Interacting with various CRM's incl. Hubspot, Salesforce, Keap & Mailchimp
- Managing client social media accounts, creating content & styling
- Experience running client marketing campaigns & evaluating their success

### MARKETING SPECIALIST

*Asterisco Group Pty Ltd | 2020*

- Built company website for new division in WIX
- Lead for full expo Marketing needs
- Creation of explainer videos & company brochures
- Created internal PPT training presentation

### MARKETING MANAGER

*KingsCoin Property | 2019*

- Project Manager for complete website re-development
- Key liaison and manager for Hubspot operations and automations
- Implemented SEM that lead to exponential growth in Property Management
- Provided all copy writing including achieving snippet & first page result for targeted keyword "airbnb tax guide" with blog post
- Creation of explainer videos and full suite of display advertising copy

### MARKETING MANAGER

*DGT | 2015-2017*

- Project Lead for complete corporate re-brand
- 794% increase in leads | 555% more contact forms | 93% increase in applicants
- Decreased online CPA from \$116 to \$34.81 on average
- Completed complex data analysis with monthly executive marketing reports

### DIVISION & RELATIONSHIP MANAGER

*House Property Management | 2014-2015*

- Managed team of 5 in achieving departmental sales growth of 150% YOY
- Managed business growth to achieve 100% profit growth YOY
- Responsible for developing all Marketing initiatives

## EDUCATION:

### GRIFFITH UNIVERSITY

*Bachelor of Communications | Marketing*

### CERT IV NEW SMALL BUSINESS

*Sarina Russo | 2018-2019*

### CERT II INFORMATION TECHNOLOGY

*Vocational Education Training Institute Armidale | 2003*