

# INTERNATIONAL DIGITAL MARKETING MANAGER

CV: Sean Carabine Allan, DOB: 07/02/89



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## Profile

I am digital marketing director, with international experience working for one of the largest software development firms in South East Asia. I also work as an eCommerce manager for their sister company who supplies TK Maxx, Winners, Marshalls and HomeGoods among other major firms.

An aspiring thought leader in the field with both B2B and B2C, client and agency side experience. Currently working at the highest levels in Asia, developing content marketing for social, onsite and off-site promotions. I believe in data driven results and am a steadfast user of Google Analytics, HootSuite, Buzz Sumo and other analysis tools.



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## Education

**2006-2010:** University of Edinburgh, Old College, North Bridge, Edinburgh  
**Degree Title & Class:** 2.1 Master of Arts with Honours in Law and Business Studies.

### Honours Modules:

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|--|---|
| • Strategic Management: <b>A</b>             | • Quality Management: <b>A</b>                |
| • Justice and Ethics of Law: <b>B</b>        | • Contemporary Marketing Literature: <b>B</b> |
| • Entrepreneurship and Small Firms: <b>B</b> | • Jurisprudence and Legal Concept: <b>B</b>   |
| • Honours Dissertation: <b>B</b>             | • Advertising Theory and Practice: <b>B</b>   |

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## Marketing Certifications

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| • HubSpot Inbound Marketing Certified                   | • Google Tag Manager Certified |
| • Illinois Urbana – Digital Analytics                   | • Google Analytics Certified   |
| • Duke University – Advertising & Society               | • Google Adwords Certified     |
| • Google Video Marketing Certified                      | • Google Shopping Certified    |
| • International Marketing in Asia – Yonesei University, |                                |

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## Referees

David Dolan, Managing Director, The Infactory  
[david@theinfactory.com](mailto:david@theinfactory.com)

Stuart Knight, Managing Director, CherryTech  
[stuart.knight@cherrytechgroup.com](mailto:stuart.knight@cherrytechgroup.com)

# Experience



## Digital Marketing Director, Aware Corporation, Chiang Mai, March 2016 - Present

Aware Corporation is one of the largest business software development firm in Thailand – with offices in Bangkok, Chiang Mai, Bratislava, Davao and Cape Town.

- Manage all internal websites: [www.aware.co.th](http://www.aware.co.th), [www.aware.sk](http://www.aware.sk), [www.awarecorp.co.za](http://www.awarecorp.co.za)
- Manage sites in the Aware portfolio: [www.itrm.co.th](http://www.itrm.co.th), [www.smlogistics](http://www.smlogistics), [www.siammandalay.com](http://www.siammandalay.com)
- Create all outbound marketing creative materials and paraphernalia.
- Work with HR to create all internal marketing materials.
- Collaborate with designers, writers, photographers to make creative pieces for products and solutions.



## Digital Marketing Manager, Aware Corporation, Chiang Mai, Jan 2015 - March 2016

- Manage client sites: [www.vpshispeed.com](http://www.vpshispeed.com), [www.havanainsider.com](http://www.havanainsider.com)
- Project Management
- Analyse analytics for future content development ideas and strategy.
- Manage link building campaigns.
- Assist the director on goals, templates and design of all international sites.
- Design site architecture, deciding keywords categories and growth opportunities.
- Test and critique conversion rates, UX and UI.



## eCommerce Manager, SiamMandalay, Chiang Mai, Sept 2014-Present

SiamMandalay is a subset of Aware Corporation, a multi-million dollar a year wholesaler of games and puzzles. Clients include TJ Maxx and Marshalls.

- Manage websites design – sales strategy, creative strategy and inbound content.
- E-mail campaign management, creative and distribution.
- Social media creative and distribution and brand management.
- Link building: blogger outreach, guest posting, reviews and other off-page SEO.
- Copywriting for all marketing paraphernalia on and offline, wholesale and retail.
- AdWords campaign management social media Advertising Management



## SEO Strategist, The Information Factory, Chiang Mai 2012 - Oct 2014

- Implemented an e-mail marketing strategy & managed the design team
- Oversaw \$1,000,000 in online sales in 2014.
- Supervised web programming and design teams in creating SEO optimised websites.
- Planned, prepared and distributed over 1,000,000 catalogues to the US.
- Evaluated customers behaviour patterns, through Google Analytics optimising online and offline campaigns.
- Developed onsite marketing strategies based on customer search patterns.
- Rebranded and restructured [www.thaipillows.com](http://www.thaipillows.com) & [www.easternserenity.com](http://www.easternserenity.com) increasing conversions & ATV,

while lowering bounce rates.

- Successfully analysed consumer behaviour data to influence our buyers' product purchases.
- Secured contracts with a major low-technology firm; & managed their site development helping them generate \$50,000.
- Managed Google Adwords PPC and Affiliate Marketing Schemes.

## **Copywriter, New Wave Media, Bangkok**

**Sept 2010 - Oct 2012**

- Aided with market expansion into Asia, by providing detailed competitor analysis.
- Prepared a coherent keyword and content strategy, resulting in dramatic increases in rankings
- Develop search engine & user friendly Meta and title data for optimal SEO results.
- Personally trained and advised the Managing Director on SEO best practices, resulting in his developing new products in the region.
- Utilized Google Keywords strategies to find niches in the Thai Market for Joust.