CRAIG BURTON

Digital Marketing Operations Manager

SEO Campaign Manager

08 302 040 52 – craigburton@outlook.com

* 9 years’ experience working in Thailand, managing Westerners & Thai Nationals
* Excellent communication capabilities with staff, management and clients
* Proven strategic, problem solving and leadership skills
* Comfortable working to strict deadlines
* Google Adwords Certified

# Experience

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| May 2015 – present | Digital Marketing Operations Manager – Digital Monopoly  “A leading advertising agency; Digital Monopoly and her various sister companies, are able to provide a complete web site and web presence experience. From website design and build, SEO services to managed Adwords campaigns.”  As Digital Marketing Operations Manager, based in Bangkok, my position is to support our sister company in Australia. The Bangkok office provides administrative, development, design and project management support to our Australian clients.     * Managing a team of Relationship Managers (Campaign Managers) and onsite developers to project manage and plan SEO strategies and to ensure work is delivered to a high level and reported to clients accurately * Training staff in the most effective practices of SEO to gain website visibility for clients * Analysing problems and structuring workflow with rankings through Analytics, Webmaster tools and various third party tools * Identifying onsite issues and tasking technical team to correct or improve where necessary * Competitor analysis * Improved overall link building strategies for the company * Liaising directly with clients, dealing with issues as and when they arise. * Sourcing and developing relationships with external partners to support our services which brought down operational costs for several services * Devising long term strategies to improve client’s visibility and conversions online. Including Content creation strategies for blogs, services and products * Improved client retention by implementing a proactive strategy towards reporting and setting client expectations * Improved and automated manual reporting by effectively utilising 3rd party applications * Directly managing SEO campaigns for over 40 high profile clients. And overseeing campaigns for a further 200 |
| 2013 – 2015 | SEO Manager – Smart Traffic LTD  Involved in direct sales, product growth, account management, training, technical delivery & management.   * Link partnership sales * Regularly completed weekly sales quota before schedule * Campaign manager * Local SEO team manager, devised new product, successfully launched and ran whole operation, which generated over 40,000AUD in sales within 3 months * Training of sales and technical staff, managing all work bookings and delivery for Local SEO campaigns * Client relationship management, dealing with issues, setting expectations, creating various Google service accounts and delivering reports, whilst continually developing upsell opportunities * Philippine technical team management * Bangkok, UK and Australian sales teams technical support * Service delivery, while still managing Local SEO delivery * Quality control of all aspects of relevancy and onsite optimisation work * Including creating and QC of target page optimisation reports and site audits * Quality control of implementation |
| 2012 – 2013 | International Sales and Marketing Executive - Lock Solar  Lock Solar is a global company which designs, engineers and manufactures Solar Mounting Systems for the Solar PV market. Our mounting solutions are designed to meet the needs of any type of Solar installation including residential, corporate and utility scale customers.   * Maximising business opportunities and potential revenue by identifying and closing sales * Deal with all sales issues including any problems the customer might have or foresee * Working to a variety of individual targets * Create social network profiles and connect with new customers through LinkedIn, Twitter and Facebook * Connect through cold calling and emailing companies involved in the solar industry worldwide |
| 2012 | Restaurant Manager – Wine Connection  Wine Connection is Thailand’s leading chain of wine stores, with a more recent addition of Bistros that have become some of the most successful in their respective areas. Initially I managed the Rain Hill branch which has over 80 staff and sees 400+ covers per day on average.   * Managed over 80 Thai and Western staff at branch, giving regular guidance and training * Create and ensure use of SOP for all FOH operations |
| 2011 - 2012 | General Manager – The Clubhouse Sports Bar & Grill  The Clubhouse is a Bar and Restaurant in the centre of one of Bangkok’s leading entertainment districts. Craig was responsible to the owners for running and overseeing the entire operation on a day-to-day basis and managing 21 Thai staff. I was the fourth manager the organisation took on in the first two years of operation and I took the Clubhouse forward, with tactical marketing initiative and hands on management. Reporting to the Managing Directors, my key responsibilities were as follows;  • Manage all staff at branch, giving regular guidance and training  • Hands on FOH management taking care of customers and dealing with issues  • Delegate staff to control every aspect of operation  • Control ordering for bar  • Design menus, themed nights, and promotional activities  • Work on how the restaurant can continually move forward, proposing detailed action plans and seeing they are acted on |
| Previous | **Café Uno** June 2007-Jul 2010  Café Uno was a boutique bistro based in Chon Buri Thailand catering for predominantly for expats and holiday makers. I established the restaurant in 2008 from an empty unit.    • Starting from zero turn over to three million Baht. per annum in the first twelve months.  **Freelance IT Support** Nov 2006 –  During my period in Pattaya I quickly gained a reputation for my IT and Technical skills. I undertook numerous jobs for local business owners, while simultaneously running my restaurant. I still continue to help friends with IT solutions to this day.  **MVS, Micro Video services**. Jan 2005 – Nov 2006  Position: Installation Engineer  **Trade Style Windows and Conservatories** March 2004 – Dec 2004  Position: Sales Representative  **Farsight Motor Company** Aug 1999 – March 2004  Position: Sales Manager  **CB Autos** 1993 – March 1999  Position: Sales Manager |

**EDUCATION**

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|  | Winton Boys School 1988 – 1992  Achieved 9 GCSEs including Maths, English, Science and I.T.  Bournemouth College  1992 – 1994 BTEC. Business and Finance.  2011 – Tropical Basic Offshore Safety Induction and Emergency Training (TBOSIET) |

# SKILLS

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| Languages  Technical | English, Basic Thai  Windows XP, Windows 7, Windows 8, Windows 10. Android OS. Office Suite.  Technical knowledge across a broad spectrum. |