

Professional Experience

Independent Consultant - March 2017 - Present

- Needed scheduling flexibility to take care of personal matters.
- Managed Google AdWords and Analytics accounts for both non-profits and small businesses.
- Comprehensive independent study in maths, machine learning and coding (R and basic Python)
 - Various projects focusing on [analysis](#), [machine learning](#) and [web apps](#).
 - [Link to portfolio site](#).

Doodles Academy: Google Ads Volunteer Consultant - March 2017 - Present

- Ownership of online advertising (Google Ads - \$10,000 per month)
 - Creating and managing ad campaigns for DA's strategy cycles.
 - Maximising KPIs for each goal and campaign (e.g. Clicks, conversions, etc.).
- Ownership of online analytics (Google Analytics) to inform planning decisions.
- Taking part in the planning of DA's long term strategy and implementation as part of DA's Advisory Board.

Fallon: Account Management Intern - February 2014

- General team support including competitor research for Haagen Dazs and giffgaff for the Account Managers and Account Directors.

Google and Arch: Apprentice (1 Year FTC) - January 2013 - January 2014

- Spoke to and consulted with clients directly on account strategy for Google's SMB team and sold Google solutions on the Google Display Network and Google Ads (AdWords).
- Self-started and managed projects such as Google Christmas Chocolates and Weekly Budget Reports winning over £100K in quarterly revenue by crunching big data and condensing it into a weekly email to Account Managers and Strategists in the UK, Ireland and India.
- Supported Google Ads (AdWords) Sales teams by providing them with research reports, trends and insights relevant to their sectors to help market our services to clients' gain.
- Worked with the Google+ marketing team on two key projects; researching and identifying online habits by 18-24 year olds on social media and their opinions/feedback on Google+ as a product, presenting to the Managing Director of Google UK and the Google+ marketing team.
- Worked across teams to organise multiple marketing events, such as Food@Google, marketing Google services which were often attended by many decision makers from agencies and clients.

Skills/Training

I'm confident with **Microsoft Office**, and various Google software including **Google Apps, Ads, Analytics** and **YouTube**. I have experience in **search advertising, research** and **social media**.

I can also offer professional proficiency level in **SQL** (advanced select, sub queries & understanding databases) and **R** (machine learning concepts, data manipulation, wrangling, computation, visualisation & application development).

- **Agilisys Arch:** Advanced social media for business (2013/14)
- **Google Squared:** Industry leading digital marketing course (2013/2014)
- **Google Ads:** Certified Google Ads Consultant & Partner
- **Google Analytics:** Certified Google Analytics Consultant & Partner

Education

Ashmole Academy

A-Levels: Maths, Chemistry and Biology (AS Levels: Sociology and Japanese)

GCSEs: 11 A* - C Including English (A) and Maths (A)

References available on request.