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With over 15 years of SEO and Website experience, I've worked agency and client-side for top-tier brands in the UK, AU, and NZ. I specialise in technical, strategy, and on-page SEO, with a focus on enterprise, eCommerce, and international websites. I've delivered tangible ranking increases for hundreds of major brands globally. My client work includes Samsung, Toyota, Hilton, Honda, Ford, H&M, Bacardi, Jim Beam, The AA, Qantas, Ted Baker, GSK, Currys, Netsuite, Software AG, and 100's more.

Professional Experience

Web / SEO Consultant – Remote

AmusementArcades.com

Contract Performance Manager

Oct 24 – Present

Launched and scaled a niche leading entertainment brand on Drupal from the ground up, driving significant, measurable SEO growth, quickly establishing market authority.

- Led end-to-end SEO strategy: technical optimisation, content, site architecture, and local search
- rapidly scaled traffic & organic visibility across 1,500+ relevant search terms in under 6 months
- Executed a complex domain migration, preserving existing traffic and driving further growth
- Amplified performance via video-led social platforms, generating qualified traffic with viral reels 25K+ views

SEO Contractor/Contractor – Remote Consulting

Hilton.com / VML.com / Great.Gov.UK

Mar 24 – Oct 24

Undertaking 3 ad-hoc consultancy roles to provide contract SEO resource for Hilton Hotels, VML agency and Great.gov.uk

Client Work: Hilton Hotels, Great.gov.uk, Clarks Shoes, Honda, Ford

Hilton – Assisted in enhancing organic performance across the EMEA and APAC regions by optimising local and category content, while leveraging SEO insights to guide key stakeholders.

Great.gov.uk – Provided strategic consultation on technical SEO best practices, ensuring effective implementation for a large-scale site migration process.

VML – Delivered a comprehensive technical SEO audit for Clarks, identifying key impediments and improvement areas to support a new business pitch. For Honda and Ford, provided ad-hoc technical SEO support to product managers and key stakeholders.

Notable Achievement: VML secured the new business contract due to the comprehensive tech audit I delivered for Clarks.

SEO Consultant/Contractor – Remote

Digitas.com

Senior Technical SEO Manager

Aug 23 – Mar 24

An 8 month contract to fill a technical skill shortage across newly won accounts with Digitas (Publicis Groupe).

Client Work: Jim Beam, Makers Mark, Laphroaig, Courvoisier, Canadian Club, Knob Creek, Midori, Teachers Whiskey, Aquafresh, Sensodyne, Nexium, Anadin, Corsodyl, Voltorol, Centrum, Polident, Piri Allergy.

I was responsible for high-level technical SEO recommendations for the Beam Suntory account during their re-platforming to a hybrid Drupal/React framework. My role involved providing technical support through requirements gathering, acceptance criteria, strategy, and recommendations to maximise ranking potential while minimising technical obstacles. I managed the day-to-day project using Oncrawl, Jira, Jet Octopus, and Ahrefs.

SEO Consultant/Contractor – Remote

Speechmatics.com

SEO Consultant

Mar 23 – Jul 23

A 3-month client-side contract for a B2B AlaaS vendor, focused on improving organic rankings post-site migration.

With minimal existing visibility, I prioritised technical and on-page fixes for quick wins, while developing a long-term content strategy across product, service, and long-tail article pages. Despite development delays and reduced PPC budget, I delivered tangible SEO results within 3 months. Tools used included Ahrefs, Screaming Frog, Asana, and Confluence.

Notable achievement: I ranked them for the highly competitive term 'voice recognition' on page 1 of Google.

SEO Consultant/Contractor – Remote

Spika.com

SEO Manager

Sep 22 – Dec 22

A short-term contract delivering high-level SEO strategy, technical guidance, and on-page optimisation remotely, in collaboration with the Spika London team. Focused on improving non-brand organic visibility on Google's first page.

Client Work: Bacardi, Martini, Bombay Sapphire, Noilly Prat, Teeling Whiskey, St Germain, Patron, Dewars.

I was enlisted to support high-level SEO strategy across US, UK, and global markets. Responsibilities included identifying seasonal opportunities, monitoring performance via Pi Datametrics, and delivering strategic insights to stakeholders. Delivered consultative SEO through strategy decks while managing on-page and technical tasks via Jira, collaborating with a global development team.

Notable Achievement: Detecting a serious technical SEO impediment, which once resolved allowed us to rank important 'cocktail pages' more efficiently. Resulting in a large increase in performance.

SEO Consultant/Contractor – Remote
Technical SEO Manager

SearchLaboratory.com/Havas
Jan 22 – Apr 22

A short-term contract providing technical SEO expertise for current and newly onboarded clients for international marketing agency Search Laboratory who are part of the Havas group.

Client Work: *Ted Baker, Hallmark, Matches Fashion, Vida XL, Mitel, Software AG, Happy Beds, Mumsnet*

My work primarily focused on delivering in-depth technical SEO audits and pre-sales website health checks, presented directly to clients in a consultative format. I served as the primary technical SEO resource, addressing complex challenges and providing strategic guidance across multiple accounts.

This included producing detailed technical documentation, solution-based work packages, and hands-on CMS optimisation—ranging from XML sitemap creation to metadata enhancements.

Currys – London, UK
Contract SEO Manager

Currys.co.uk
Jul 21 – Dec 21

Management of organic performance of the complex eCommerce website of the UK's largest online electrical retailer.

I was tasked with leading the SEO migration during a platform transformation to Salesforce Commerce Cloud, overseeing both BAU and external agency management while reporting key SEO metrics to stakeholders. I created the SEO strategy and advocated for its inclusion in development schedules via Jira and other ticketing systems, ensuring the seamless implementation of technical SEO requirements with developers.

Using Pi DataMetrics, Google Data Studio, and Adobe Analytics, I tracked 10,000+ keywords and measured traffic performance across organic channels. Working with external agencies I also managed the creation of large digital PR campaigns (Curry's Tech Talk) that allowed us to gain backlinks from large media publishers and new agency sites.

SEO Consultant/Contractor – Sydney / Brisbane / London
SEO Professional / Web Dev

DWB Business Owner
Oct 16 – Jul 21

Transitioned to full-time freelance, managing my own schedule. Delivering white-label SEO, web development, and design services (both hands-on and consultative) to agencies and in-house teams globally.

Client work: *The AA, Bunnings, SportsPower, James Hardie, Heart Foundation, Poli, Spark, Healthieries, Genesis Energy, Crown Relocations Worldwide.*

I design and implement 6 / 12-month SEO strategies for large-scale websites, covering on-page, off-page, and technical SEO. With a range of effective work packages - including audits, data analysis, content marketing, and reporting. Driving traffic, leads, and sales by securing top Google rankings for relevant search terms.

Regularly working on national/international e-commerce, enterprise, and franchise websites, leveraging my expertise with modern web technologies, including .JS frameworks and trad CMS platforms like Shopify, WordPress and Drupal. I work under the hood to quickly formulate solutions to technical challenges.

Industries served include finance, retail, technology, travel, telecoms, legal, construction, IT, real estate, and more.

Notable Achievement: *Migrated Crown Relocations from Business Catalyst to the Crown worldwide Drupal site, handling all aspects of SEO migration, content provisioning, and optimisation. Focused on preserving historical organic Google rankings post-migration.*

Chow Group – Wellington, New Zealand
Contract Digital / SEO Manager

CGML.co.nz
Mar 16 – Aug 16

Freelance contractor delivering SEO, web development, design, and content updates. I developed CGML's digital strategy to improve Google NZ visibility and strengthen their portfolio-wide online presence.

Client work: *Stonewood Homes, Urban Hub, Inno Capital, Exodus Gym, AE Group, CGML, Park Ave*

My primary focus at CGML was to work on the recently acquired Stonewood Homes Drupal website. My remit was to improve organic search visibility following after our successful website migration. I planned and led a 6-month SEO programme targeting competitive, high-volume keywords in Google.

The project included technical audits, keyword research, competitor and content gap analysis, and hands-on implementation such as meta-data optimisation, IA improvements, URL restructuring, and link reconciliation. My work aligned on-site content with search intent and supported visibility gains through strategic outreach and link development.

Notable Achievement: *Successful migration of the Stonewood website to new servers while retaining organic rankings.*

Starcom / Publicis Groupe – Auckland, New Zealand
Senior SEO Manager

Starcom.co.nz
May 15 – Dec 15

Led and developed the SEO offering for Publicis Group across New Zealand, delivering end-to-end strategy and implementation of large-scale SEO programmes for both global brands and New Zealand's largest homegrown companies.

Client work: Samsung, Westpac, Qantas, Toyota, TVNZ, Genesis Energy, Lion Nathan, Flight Centre, Cruise About, Student Flights, Travel Associates, Travel Money OZ, Methven.

Managed a 3-person SEO Agile team operating in a tailored Scrum matrix environment, overseeing multiple client projects simultaneously. We used BrightEdge to manage all SEO accounts across 12 / 24-month contracts, delivering hands-on and consultative work including keyword research, benchmarking, reporting, technical audits, business and competitor analysis, link profiling, on/off-page optimisation, local SEO, site architecture design, SEO migrations, and HREFLANG implementation.

Notable Achievement: Successfully expanded established big-brand media accounts by introducing SEO as a high-impact channel, leading to drastically increased client investment and measurable improvements in ROI.

Resolution Media / Omnicom – Sydney, Australia
Senior SEO Analyst

ResolutionDigital.com.au
Jan 14 – Jun 14

Part of a 5-person team managing Australia's most valuable SEO portfolio, delivering enterprise-level SEO services, consultations, and strategic solutions for banking and large commercial clients.

Client work: Commbank, ING Direct, Seek, Telstra, Amaysim, Netsuite, Dan Murphy's, Dominos, Bupa, Oz Lotteries.

We utilised an Agile Matrix methodology, completing daily sprints to drive efficiency and successfully execute large-scale SEO projects. I collaborated with clients on new strategies, ongoing reporting, and recommendations aligned with their BAU, new initiatives, and promotions. A key focus was keyword strategy using the BrightEdge Toolset, delivering detailed SEO analysis to enhance traffic, conversions, and sales.

Notable Achievement: I led a successful large-scale website migration for ING Direct, ensuring the retention of traffic and organic search visibility during the transition to updated technologies.

WME Group – Melbourne, Australia
SEO Account Manager

WMEGroup.com.au
Jan 13 – Jun 13

Managed SEO strategy for 115 SME websites across various sectors, including eCommerce and .edu domains, delivering quality optimisation and securing first-page rankings for competitive industry keywords.

Managed client expectations, stakeholder relationships, rapport building, and resource allocation to maximize value while upselling and maintaining profitable campaigns. Surpassed a monthly sales target of \$20k through upsells and new orders, including Google Ads, website builds, site migrations and other digital services, all designed to improve client ROI. Expertly executed hands-on SEO, providing ad-hoc fixes and clearly explaining their business benefits to clients.

Notable Achievement: Surpassing the \$20K monthly sales target / getting out of my comfort zone to promote sales.

Signs Express HQ – Norfolk, UK
SEO Manager

SignsExpress.co.uk
Jun 11 – July 12

Signs Express is the largest sign company in the UK with 80 franchises (and franchise websites) in the UK and Ireland.

As part of a larger digital programme, my focus was on improving search visibility through a comprehensive SEO strategy - covering on-page and site architecture. My remit was to elevate and raise the SEO standards of this high-traffic, multi-region website, which was had 80+ franchisee micro-sites, each supported by dedicated PPC and digital advertising campaigns.

Notable Achievement: Elevated *signsexpress.co.uk* from position 12 to position 3 on Google.co.uk for the highly competitive keyword “signs”—outranked only by Wikipedia and IMDb.

Academic Qualifications

Masters in Entrepreneurship - University of East Anglia, 09/08 – 09/09
BA (Hons) 2:1 - Music Technology, University of Derby, 09/05 – 05/08
A-Level – Information Technology, Kett Sixth Form, 09/01 – 05/03

Web Industry Knowledge & Skills

On-Page SEO, Technical SEO, Off-Page Strategy, Front-end Design & Development, Programme/Project Management, Content Creation & Copywriting, eCommerce Management, Digital Production, Digital Strategy, UX, Web Server Management, DNS Management, Agile / Scrum, Information Architecture Design, Business Analysis, Stakeholder Management, Wireframing, Design Systems, AI Prompt writing.

Professional Accreditations

Pi DataMetrics Certified, Brightedge Certified, SEO Clarity Certified, LinkedIn SEO Certified, Prince2 Qualified, Shopify Partner, Google Partner, CEB SHL HTML5, CEB SHL CSS3, Pluralsight Front End Foundation, Pluralsight PHP Foundation, Team Treehouse Accredited, Sololearn .JS, Sololearn PHP, Sololearn HTML, Marketo Certified, FreeCodeCamp Certified,

Technologies (High level of fundamental understanding, basic dev chops)

HTML, CSS, JavaScript, React, XML, PHP, JSON, JSX, Regex, Liquid, Twig

Software & Systems

Salesforce, Shopify, WordPress, WooCommerce, Magento, Joomla, Drupal, GitHub, VS Code, GA/GSC/GMB/Tag Manager, Adobe Creative Suite, Screaming Frog, Ahrefs, BrightEdge, Jira, Toggl, SSH/FTP, CPanel, PHPMyAdmin, MySQL, Adobe Analytics, Majestic, SEMRush, Pi Datametrics, Jet Octopus, Figma, Asana, Monday, SEO Clarity.