

ELIZABETH HOWARD

BUSINESS & MARKETING MANAGER



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Everton Park, Qld



Linkedin.com/in/
elizabethlhoward

SPECIALTIES

SEO

Paid Search

Content Strategy

EDM Campaigns

Reporting & Insights

Copywriting/Content Creation

Campaign Management

Social Media & PR

Customer Experience

Partnerships

New Business Development

Community Engagement

CERTIFICATIONS

GOOGLE ADWORDS
SEARCH

Expires: February 2022

GOOGLE ANALYTICS

Expires: February 2022

MICROSOFT ADVERTISING
CERTIFIED PROFESSIONAL

Expires: July 2022

SUMMARY

A motivated and resilient self-starter with a talent for creative problem-solving and planning. Skilled in implementing proven audience-building strategies, nurturing strong relationships and delivering exceptional results often using lean budgets and limited resources. Eight years' experience in digital marketing management, including several years managing local and international SEO/PPC, EDM and social media.

PROFESSIONAL EXPERIENCE

CO-FOUNDER & BUSINESS MANAGER

Dec 2015 – Jan 2020

Project Girl Code (PGC), UK & Australia

Directed UK/Australian-based anti-trafficking organisation, focussing on improving digital education for young women with a history of sexual exploitation. Successfully pioneered and built all key revenue streams and relationships with academies, charities and business partners in UK, Australia and Cambodia.

- o Established and grew charity's digital presence and engagement across website, social media, design, content and PR
- o Secured major sources of funding through pitching, proposals and grant applications
- o Recruited, outreached and managed multiple stakeholders on a Train-the-Trainer project with 17 teachers participating from seven charities
- o Designed and implemented digital literacy curriculum program, with projected impact of up to 600 girls/young women by EOY 2022

DIGITAL MARKETING MANAGER

Dec 2013 – Oct 2014

Destiny Rescue, Australia & Thailand

Led digital marketing campaigns at international NFP, including content strategy and global branding initiatives across international markets to increase and engage supporters.

- o Created and implemented SEO, SEM & content strategies
- o Managed campaigns, content creation and volunteer team
- o Developed and delivered digital media strategy, increasing social media engagement and doubling Facebook likes within six months (20k-40k)
- o Editorial gatekeeping ensuring child protection and ethical standards
- o Improved both administration team and customer experience through implementation of new sponsorship-based portal

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DIGITAL MARKETING MANAGER

EDUCATION

BA/BBus
Marketing/Public Relations
USC, Sunshine Coast
2007

SOFTWARE / MARKETING TOOLS

Adobe Creative Suite
Google Search Console
Google Data Studio
Adobe Campaign Manager
Bing Webmaster
Canva Business
MailChimp
Moz ProTools
Screaming Frog
Ahrefs
SEMRush
Ubersuggest
BuzzStream
Hootsuite

COMMUNITY INVOLVEMENT

NEPTUNE ROYAL
LIFESAVING CLUB
Volunteer Lifeguard
Palm Beach, 2017

NORTHSIDE CHRISTIAN
COLLEGE
Library Volunteer
Everton Park, 2021

PROFESSIONAL EXPERIENCE continued

DIGITAL MARKETING MANAGER (EUROPE) Dec 2011 – Nov 2013
Mad Catz Europe, Milton Keynes, UK

Planned, directed and executed all digital marketing campaign initiatives, and managed a portfolio of branded websites for Mad Catz in Europe and US.

- o Led the SEO, site mapping and content for the global redesign and redevelopment of five branded ecommerce websites
- o Managed external PPC agencies and contractors for maximum ROI
- o Created and implemented multiple EDM campaigns across international sites
- o Exceeded targets for sales and audience reach through SEO activities, social media promotions and targeted eDMs
- o Built and leveraged key relationships with gamers and influencers

SEO EXECUTIVE Nov 2010 – Dec 2011
Hostelworld Group / Hostelbookers, High Holborn, London, UK

Tasked with growing Hostelbookers' new budget hotel site in its start-up phase, managing SEO, social media, online PR and eDMs.

- o Established and grew brand's digital presence through content, creating online partnerships, link building and keyword strategy
- o Monitored, energised and led SEO performance to achieve top rankings across all major search engines
- o Developed content strategy and grew blog from 1,200 to 92,000 unique visitors by July 2011
- o Increased Twitter from 12 to 6,200+ followers and Facebook from 0 to 3,400+ engaged fans in 6 months
- o Crafted and oversaw creation of all online, digital and print resources created by in-house team
- o Grew PageRank from 0 to 5, and achieved an Alexa top 100,000 websites ranking

SEO EXECUTIVE Dec 2009 – Nov 2010
Datadial Ltd, Hammersmith, London, UK

Account management for 10-15 web clients with a focus on building revenue through increasing search engine rankings, awareness and reach.

- o Developed and optimised on-site and off-site SEO for 35 clients
- o Drove marketing strategies from initial concept through creative stages
- o Set up and managed Google PPC for five clients
- o Forged new relationships with bloggers and other influencers for guest posts, sponsored content and promotions