

# Danielle Lapham (she/her)

I have over a decade of experience in digital marketing, most recently in leadership roles. I have led multi-market digital strategies both in-house and agency-side, and managed high performing teams of cross-channel & SEM specialists to achieve commercial & business growth objectives for brands including Barclays, Mercedes-Benz, British Gas, Monsoon & Accessorize, Future Media Group, & IDP Education.

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## EXPERIENCE

### **Executive Business Director, Organic Performance**

**OMD UK, London (Hybrid)**

JAN 2023 - PRESENT

(Recently promoted with progression path to formally move into Head of Organic Performance role in Jan 2026.)

Senior ownership of organic performance across Barclays, Mercedes-Benz, Lidl, and the department's Innovation Hub, & accountable for £1m+ FTE'd revenue. Partnered closely with Head of Performance to run integrated programs, including shared experimentation roadmaps, unified measurement, and translate organic search insights into creative & audience decisions.

#### Highlights

- Co-built a joint roadmap with Paid Search & Social; scaled cross-channel winners and delivered +9% YoY growth in Barclays' Investments traffic, outpacing category search demand including while PPC was active
- Authored refreshed model for AI/Generative search optimisation - this has been used as the blueprint for client strategies across the piece, leading to highlights that include AIO citations growth and substantial incremental revenue
- Co-designed a tiered client-scoping model aligned to integration capacity, & designed to unlock incremental revenue opportunities
- Landed £250K incremental FTE'd revenue (2025) through agentic optimisation initiatives
- Launched department field guides, core & craft competencies, plus created a "What's Next" department workshop series to elevate department understanding of generative AI and search optimisation principles, to support 2026 scope planning

## SKILLS & COMPETENCIES

Leadership including department-level ownership, headcount growth, promotions, sponsorships, & culture programmes

Strong understanding of digital landscape, manages budgets, external agencies, creative resources & timescales for the delivery of marketing projects

Integrated search strategy, working at the intersection of organic, paid search & social; shared roadmaps; cross-channel measurement.

Innovation of SEM & digital content training programmes & mentoring for in-house teams

Experience of working with different B2B & B2C audiences, across multiple verticals including education, finance, automotive, publishing & e-commerce

Works collaboratively, managing internal & external relationships in order to produce content & stimulate inter-agency work

## PAST SPEAKING EVENTS

**London SEO XL**, London - May 2022

**Audience Development Conference**, Online - Jan 2022

**Science of Search Summit**, Online, Aug 2020

**ContentEd**, Edinburgh - Jun 2019

**App Promotion Summit**, London - Apr 2019

**Bett**, Excel London - Jan 2019

**Future of Student Recruitment**, Barbican, London - Jan 2019

## SEO Director

**Blue Array, Reading (Remote)**

MAY 2021 - DEC 2022

Responsible for team capacity planning, progression paths & overseeing SEO strategies & roadmaps across a client stack that included fashion ecomm, publishing & finance verticals.

Key areas of focus included developing commercial ideas & campaign strategy through an SEO lens, establishing processes & efficiencies, & people development - accountable for a team of 7 SEOs, including 3 direct reports.

#### Highlights

- Recommendations for Future Media Group led to retirement of AMP pages that has resulted in a forecasted >£1 million in revenue upside
- Executed an organic acquisition strategy for Monsoon, that led to 180% increase in clicks YOY, & a European Search Award for Best SEO Campaign

#### ***Head of Campaign Marketing & SEO***

**IDP Connect Ltd, London**

DEC 2018 - APR 2021

Led search acquisition strategy across 13 domestic & international sites, which together generate >100 million users annually. Escalation POC for all acquisition marketing-related matters, & internal advocate for SEO maturity across the organisation.

Responsible for maximising search & social traffic opportunities, managing £100K+ budget line, effectively & innovatively to drive revenue & diversify channel mix. Tracking all & campaign marketing traffic KPIs & driving future strategy for domestic & international growth.

Accountable for a team of 11 digital marketers (including 5 direct reports), awarding several promotions during my tenure.

#### **Highlights**

- Transformed PPC strategy from TOF brand traffic to a scaleable, revenue-generating commercial model, generating £140K+ incremental revenue
- Led SEO strategy for Complete University Guide's entrance to the Clearing market, achieving record organic growth (1,000,000+ Results Day sessions) for CUG & Whatuni sites
- Led go-to-market strategy for Whatuni App - recognised & featured by Apple on 3 occasions, shortlisted for a Bett Award & was named The Metro's best app for students on A-Level Results Day 2017
- Led hugely successful Kyron Hamilton x Whatuni TikTok influencer marketing campaign

***Senior Search Engine Marketing Manager*** (*IDP Connect*) AUG 2017 - NOV 2018

***App Marketing Specialist*** (*IDP Connect*) DEC 2016 - AUG 2017

***ASO Marketing Consultant***, (*Redbox Mobile PLC*) MAY 2016 - NOV 2016

***Digital Marketing Manager***, (*Cycle Alert/Airside Andy*) APR 2013 - MAY 2016

#### **EXTRA-CURRICULAR**

Regularly volunteer charities Spiral Skills, and WYK, helping to provide free workshops, virtual work experiences & mentoring for young people to widen participation & increase diversity in digital marketing.

Member, mentor & contributor to Women in Tech SEO.

Presently studying Thai Language part-time with SOAS.

**British Council for International Recruitment**, Manchester - Dec 2018

**Brighton SEO** - Nov 2017

#### **AWARDS & CERTIFICATES**

**Clarks "Best Use of Search - Retail/Ecommerce (Large)" - Finalist, European Search Awards 2024**

**OMD UK "The Better Way" 2023, Award Winner** for innovative thinking to ways of working

**Monsoon "Best SEO Campaign" - Winner, European Search Awards 2021**

**Institute of Leadership & Management (ILM)** Level 3

**IDP Education Global Excellence Award 2019** for innovation in marketing

**IDP Employee of the Year 2018**

**IDP Giving Back Award 2018 for CSR**

#### **SKILLS & TOOLS**

**ADOBE, G-SUITE & APIs** – Certified in a variety of tools for tracking, reporting & data visualisation

**AGILE/KANBAN** - project management disciplines and toolstack, including Atlassian Jira, Adobe Workfront, Hive & Miro

**GOOGLE/MICROSOFT/META/APPLE SEARCH ADS & ADMEDO** – off-site PPC & programmatic media buying models including CPA, CPM, PPT & General Second Price Bidding auctions

**SCREAMING FROG, LUMAR, SEMRUSH, SISTRIX, AHREFS** - optimising & tracking websites & mobile applications for search

#### **EDUCATION**

A-LEVELS/2005  
Surbiton High School & Sixth Form Centre  
A Levels: History (B), Theatre Studies (A), Spanish (B)  
GCSEs: 10 taken, achieved all A\*-A grade.

