

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.

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

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

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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

- 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.

