

MARCIN LEWICKI

SEO SPECIALIST



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Greater Manchester

Search engine optimisation specialist with 5 years' experience (client and agency side) and proven success of driving traffic from organic search which ultimately convert into revenue.

EXPERIENCE

EASYJET HOLIDAYS

SEO Specialist

Aug 2021 - Present

- Responsible for all things easyJet holidays SEO.
- Within 3 months of employment I was able to generate £100k+ in revenue via winning the 1st position for "Black Friday Holidays" query (signs of strong domain).
- 275% increase in YoY organic traffic and 141% in organic revenue due to improvement of SEO and demand increase post lockdown and travel restrictions.
- Average none-brand position from 9.9 to 6.7 YoY.
- Creating and managing roadmaps based on on-page and technical audits as well as competitor and gap analysis.
- Managing and prioritising deliverables including creating briefs and conditioning Jira stories for developers.
- Working closely with external SEO agencies and developers as well as internal digital merchandising, product, dev and content teams.
- Combining multiple data sources for reporting on performance.
- Tools used; BigQuery, Data Studio, Search Console, Google Analytics, custom rank tracker, SEMrush, Excel).
- Using real world data for decision making.
- Testing testing testing.

BLUECLAW MEDIA

SEO Lead

Apr 2021 - Jun 2021

- Responsible for 3 large clients; mainly national.
- Managing and prioritising my own workload.
- Heavily focused on on-page and technical support for the clients.
- SEO consulting vs execution.

EXPERIENCE

- **JUST INTERNET**
SEO Consultant
Oct 2020 - Apr 2021
 - Responsible for 10+ small to medium clients; mainly local and national.
 - Consulting as well as execution.
 - Mostly WordPress websites.
 - Focus on on-page and technical as well as off-page.
- **DIGITAL 22**
SEO Executive
Jun 2019 - Oct 2020
 - Responsible for 10+ small, medium & large clients; local, national and international.
 - Consulting as well as execution.
 - Focus on on-page and technical as well as off-page.
- **FAT MEDIA**
Email & Content Executive
Apr 2018 - Jun 2019
 - Assisting in SEO, web management and email marketing.
- **AMS SOLICITORS**
Digital Marketing Apprentice
Aug 2016 - Aug 2017
 - All-round digital marketing role.

EDUCATION

OUR LADYS CATHOLIC COLLEGE

GCSEs & A-Levels
2007 - 2013

GCSEs; Maths C, Science C, PE C, English C

A-Levels; Business A*, PE C, Public Services C

SKILLS & EXPERTISE

- Technical SEO
- On page SEO
- Communication
- Project management
- Data led decisions
- Excel
- Screaming Frog
- Google Data Studio
- Botify
- Search Console
- Google Analytics
- SEMRush
- Big Query
- And more

HOURLY RATE

£40 £60

On page SEO Technical SEO