MIKE OLIVOTTO

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SUMMARY

Multi-discipline marketer with a strong digital lean, focused on technology-driven solutions that help brands reach new customers and larger audiences. With more than 8 years of experience, my expertise spans:

- Digital Production and management of complex projects, including website roll-outs and marketing automation tools
- Multi-platform Campaign Management across owned and paid digital media (SEO & SEM), along with traditional above-the-line channels
- Management of websites and CMS', including technical knowledge to implement HTML, CSS, and JavaScript
- Content strategy and optimisation, overseeing a range of creative formats from video, to articles (blogs) and social posts
- Direct Marketing using a range of technologies (Email, web, SMS) and tools
- Brand development and positioning, having launched new brands and rebranded mature brands
- Analytics and reporting, using data from the likes of Google Analytics, Power BI, and many more

EXPERIENCE

Online Marketing Gurus, Sydney — *SEO Consultant*

JULY 2020 - PRESENT

Developing Search Engine Optimisation (SEO) strategies and campaigns to rank client websites and generate sustained lift in organic traffic and conversions.

- Managing a portfolio of 30+ clients
- Delivery of bespoke SEO strategies for both ecommerce and lead generation businesses
- Project management of campaign delivery, coordinating internal and external teams to deliver technical implementations, content, and link building

HelloFresh, Sydney — *Customer Care*

MARCH 2020 - PRESENT

Inbound customer service role for Australian and NZ markets; remote troubleshooting, information sourcing, dispute resolution, complaints handling etc

TEEG, Sydney — *Marketing Executive*

DECEMBER 2019 - MARCH 2020 (retrenched due to COVID-19)

TEEG owns and operates over 300 Family Entertainment Centres throughout Asia Pacific, including Timezone, Zone Bowling and Kingpin.

Driving strategies and initiatives to increase brand awareness, foot traffic and revenue for over 70 venues across Australia and NZ.

- Grew Average Order Value 26% during typically quiet period with novel off-peak campaign
- Developed the 2020 national marketing plan roadmap

- Project managed dual-branded School Holidays campaigns, assigning budgets and developing media plans incorporating above the line advertising and digital direct marketing channels

Entire Travel Group, Sydney — *Digital Marketing Executive*

OCTOBER 2017 - NOVEMBER 2019

Entire Travel Group is an outbound travel company operating across both B2B and B2C sectors.

Strategic development and production across the range of digital marketing functions (Websites, EDM, SEO, Social, SEM).

- Grew average EDM open rates by 150%+
- 52% increase in website visits attributable to owned channels
- Lifted organic reach by up to 500,000 via amplification strategy
- Grew Facebook following by 55% YOY
- Project managed digital consolidation of 9 brands into 1, including roll out of new website
- Managed a remote team of 6

BroadbandTV, Vancouver — *Marketing Specialist*

DECEMBER 2016 - AUGUST 2017

BroadbandTV is a digital entertainment company based in Vancouver, Canada.

Digital content strategy, channel development, and marketing comms for NBA Playmakers network.

- Organically grew total network views by 43% YOY
- Averaged 1 million+ views per video across all platforms
- Grew EDM open & engagement rates by 2-3x industry averages

BroadbandTV, Vancouver — *Lead Channel Manager*

MARCH 2015 - DECEMBER 2016

Management and content strategy for AVOD properties of major media clients including Sony Pictures Entertainment., Viacom Inc. and Univision.

- Performed SEO + SEM tailored to the global #2 Search Engine (YouTube)
- Grew total viewership by an average 63% across all clients
- Increased daily ad revenues by 200%+
- Oversaw launch and development of multiple international channels
- Generated 1 million+ views and 20,000+ hrs watch time in six months on brand new channel

Salmat Digital, Sydney — *Account Manager*

MAY 2012 - MAY 2014

Salmat is an ASX-listed multi-channel marketing services company.

Serviced broadcast and print media clients with direct-response campaign management and optimisation.

- Increased engagement rates 23% in under 6 months on mature campaign
- Provided time-of-day analysis, lifting response rates by an additional 10%
- Oversaw migration of systems and services from clients' previous service provider

Salmat, Sydney — *Account Executive*

JULY 2008 - OCTOBER 2011

Provided B2B music wholesale services to retailers nationwide, on behalf of Universal Music Australia.

- Serviced the Leading Edge group of retailers (100+ stores).

OTHER EXPERIENCE

Hopsters Cooperative Brewery, Sydney — *Marketing Committee*

APRIL 2018 - PRESENT

Hopsters is a co-operative run craft brewery based in Sydney's Inner West.

Advising on strategy and implementing digital activities including Content Marketing, SEO, Social Media Management, and Communications.

- Created social marketing campaign resulting in 33% growth in members
- Increased Facebook followers by 105%

EDUCATION

Western Sydney University — *B. Business (Marketing)*
TAFE NSW — *Diploma, Business*
TAFE NSW — *Cert IV, Web Design*

CERTIFICATIONS

Google Analytics — *Google Analytics Individual Qualification*
Google AdWords — *AdWords Certified*
YouTube — *YouTube Certified: Content Strategy / Audience Growth / Digital Rights*
HubSpot Academy — *Inbound Certified*
FreeCodeCamp — *Responsive Web Design (view credential)*
FreeCodeCamp — *JavaScript Algorithms & Data Structures (view credential)*

PLATFORMS, TOOLS & TECHNOLOGIES

A non-exhaustive assortment of platforms, tools, and technologies I have experience with:

Search
Google Analytics, Google Search Console, Google Tag Manager, Screaming Frog, SEMrush, Ahrefs, AdWords, Keyword Planner

CMS / Web
WordPress, Magento, Umbraco, Kentico

Email
Constant Contact, MailChimp

Project Management
Asana, Jira, Trello, Teamwork

Languages
HTML, CSS, Python, JavaScript

Software
Adobe PhotoShop, Office, Excel, Google Suite