



Khamare Clarke

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Personal Statement

As a dedicated and driven digital marketing professional, I am committed to delivering outstanding results for clients and driving business growth. With a strong track record of success in developing and implementing integrated digital marketing strategies across various channels, I possess the expertise and skills necessary to make a valuable contribution to any marketing team. My passion for continuous learning and staying up-to-date with the latest marketing trends and tools has allowed me to stay at the forefront of the industry, and I am eager to apply my knowledge and experience to new and exciting challenges.

Summary

I'm a dynamic digital marketer specializing in SEO (on-page and off-page), web SEO, PPC, social media management, and automation tools. With a track record of driving results, I excel in enhancing online visibility and driving targeted traffic through strategic optimization and advertising campaigns. My approach integrates SEO expertise with proficiency in managing paid ads and social media platforms to exceed client expectations and contribute to business growth.

Experience

1. MyApproved.co.uk

- Successfully increased organic traffic by 50% through targeted SEO strategies.
- Implemented PPC campaigns resulting in a 200% increase in lead generation.

2. Queenbeautyclinic.com

- Enhanced social media presence, resulting in a 40% increase in follower engagement.
- Developed and executed email marketing campaigns leading to a 30% boost in client bookings.

3. CrystalCoveVodka.com

- Implemented SEO optimizations, resulting in a top 3 ranking for key industry keywords.
- Managed PPC campaigns with a 150% ROI, driving increased online sales.

4. RandomRunAdventures.com

- Conducted comprehensive website audit and optimization, improving site speed and user experience.
- Implemented targeted content marketing strategies, resulting in a 60% increase in organic traffic.

5. E4Shisha.com

- Launched social media advertising campaigns, resulting in a 100% increase in website visits.
- Optimized product listings and descriptions, leading to a 50% increase in online sales.

6. OmniDigitalSolutions.ai

- Developed and executed integrated digital marketing strategies across multiple channels.
- Conducted regular performance analysis and optimization to achieve client objectives.

Skills

- SEO (on-page and off-page)
- Web SEO
- PPC (Pay-Per-Click)
- Social media management
- Automation tools utilization
- Digital marketing strategy development
- Data analysis and interpretation
- Content optimization
- Keyword research
- Campaign management
- A/B testing
- Performance tracking and reporting
- Website audit and optimization
- Competitive analysis
- Conversion rate optimization (CRO)
- Marketing analytics tools (e.g., Google Analytics, Google Search Console, SEMrush)
- CMS platforms (e.g., WordPress)
- HTML, CSS, Javascript, React
- UX/UI principles
- Microsoft Office Suite

Education

- Bachelor's Degree in Digital Marketing
- Software Engineer Diploma
- Google Digital Marketing
- Certificate Google Ads
- Certificate Advanced Google
- Analytics Google Analytics for Power Users
- HubSpot Social Media
- Certifications NCFE Level 2
- Coding NCFE Level 2 Cyber Security