

Nicholas Benson CV

Summary

Digital Marketing Manager, with 5+ years experience in delivering high-converting lead-generation and sales campaigns. Passion for learning new technologies and creating strategies for business success.

Relevant Experience

- Managing SEM, SEO and Social ad campaigns for multiple products
- Project managing team of internal employees and freelancers
- Automating reporting using BI tools to internal and external stakeholders

Past Experience

E2

Digital Marketing Manager

2021-03-01 -

- Managing a team running multiple digital channels
- CRM migration project across multiple teams (Hubspot to ActiveCampaign)
- SEM and SEO campaigns across E2 Test Prep and E2 English brands
- Introduction of internal BI tools for SEM, SEO, Social, and App Performance analytics and reporting capabilities
- A/B Testing of Site Enhancements with Google Optimize
- Designing and leading the creation of E2 English, E2 Platform, and E2 Ed Tech websites (Figma)
- Leading implementation of headless CMS (Strapi) across multiple product sites

The Development Studio

Digital Marketing Manager

2021-01-01 - 2021-03-01

- Collaborate with internal and external stakeholders to ensure effective execution of marketing campaigns
- CRM management (Hubspot) and migration of CRM and marketing automations to ActiveCampaign

Personal Details

Nicholas Benson,
Digital Marketing
Manager

 Melbourne AU

 |  | [Linkedin](#) |

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Education

Monash University

2014 - 2018

Bachelor Business
(Marketing)

Skills

Digital Marketing:

SEO, SEM, Social Ads, Lead Generation,

CRM Management:

Salesforce, Hubspot, ActiveCampaign, Salesforce APEX Development,

Data Visualisation:

Google Data Studio, Excel, Salesforce, Databox, Geckoboard,

Web Design:

Figma, CSS, HTML, WordPress, Elementor,

- Build new data visualisations and automated reporting with PowerBi and Google Data Studio
- Design and project manage the creation of new product site (AssureSuite)
- Create SEO analysis and execution strategies for on-page SEO, backlinks, keyword research, schema optimisation, etc.

The Development Studio

Digital Marketing Specialist

2019-08-01 - 2021-03-01

- Build and identify new target audiences and grow email list through lead generation campaigns
- Plan, build, implement and optimise direct email marketing campaigns
- Build workflows, segments, and map customer touch points using the CRM
- Manage WordPress blogs and collaborate with writers for 20% organic search boost
- Help optimise multimedia channels such as YouTube and Podcast
- Pull raw CSV data, analyse, and submit reports on campaign progress and provide recommendations for campaign optimisation.
- Automate reporting process through Google Data Studio
- Create and SEM, and social ads(FB, Instagram) to effectively reach a bigger audience and generate quality leads

Ipsos Australia (I-View)

Team Leader

2016-04-01 - 2019-08-01

- Coordinating up to 40 team members in telephone data collection (CATI) callroom.
- Rostering and administration of phone interviewers
- Built systems to improve workplace efficiency with Excel creating Macros with VBA
- Managing interviewer performance through statistical analysis and audio monitoring
- Reporting using Excel from data collected in the SPSS environment to Project Managers
- High-intensity environment, where an eye for detail and quick problem solving were needed

Development:

HTML, CSS, JavaScript,
VueJs(3), VBA,

Project Management:

Jira, Asana, Agile,

Certifications

Basic Web Design Short Course

RMIT

Fundamentals of Digital Marketing

Google - 2021

Hubspot Marketing Software Certification

HubSpot - 2021

Languages

English: Native speaker

Interests

Sports

AFL, Basketball,

Leisure

Quizzes, Puzzles,

Web Design

HTML, CSS, Javascript,