



RICHARD FLEMING

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ABOUT ME

I am currently employed as Head of Performance Media (PPC/SEM) for a trans-tasman digital marketing agency. I am a qualified Google AdWords Partner and am also certified in Google Analytics. I have worked with a broad range of clients from E-commerce, Banking, Fintech and SaaS organisations targeting NZ and International markets.

I also until very recently ran the Conversion Optimization (CRO) team, I am Optimizely, Adobe Target, CXL certified.

I am seeking to work with a team of like minded people that would allow me to grow and gain further skills, knowledge and experience.

SKILLS & EXPERIENCE

- Digital strategy
- HR/Management of teams
- Digital project management
- SEM campaign management for a wide range of clients (International clients, Financial, Retail & SaaS verticals)
- Conversion Optimization - A/B testing, personalization and multivariate testing
- Conversion research - analytics, wireframing, UI / UX design, heat maps, scroll maps & surveys
- Google Adwords Certified
- Google Analytics certified (GAIQ)
- Social media campaign management
- Graphic design - Adobe Creative Suite (Indesign, Photoshop, Illustrator, XD)
- Front End Web Development (HTML / CSS / Javascript)
- eDM campaigns - design, content, template development and post-analysis
- Experience with common web CMS platforms
 - Drupal, Wordpress, Joomla and Silverstripe



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PROFESSIONAL EXPERIENCE

FIRST DIGITAL - AUCKLAND

FIRST is a specialist digital agency targeting all facets of digital marketing from strategy, creative, website development, application development, search, media, and email.

HEAD OF PERFORMANCE MEDIA

2018 - CURRENT

- Digital Strategy
- New business / Pitches
- Budget planning & forecasting
- Account audits
- HR / Team development
- Paid search & paid social account management (Search, Display & Video)

ACHIEVEMENTS

- Successful new business pitches (Auckland Airport, Healthpost, Go Orange)
- Developed digital strategy and annual budget forecast for Major NZ retailer. (Ngahuia group)
- Launched successful search campaigns into Australia, leveraging clients internal data & Google machine learning to acquire new customers, and after 2 months, achieving both volume targets and the CPA goal. (Harmony)
- Implemented an RFM strategy which resulted in a 3.5% increase in average order value and an increase in revenue per click (RPC) from \$7.36 to \$9.37 for prominent NZ QSR (Pizza Hut NZ)

HEAD OF CONVERSION (CRO)

2017 - 2019

- CRO - research, heuristic analysis, mock ups, analysis, A/B & MVT testing, post test analysis, reporting & recommendations.
- Google Analytics analysis, insights & recommendations
- Experiment strategy & design

ACHIEVEMENTS

- Successful experiment program lead to Major AU/NZ retailer changing business process based on experimental result data (Ezibuy).
- Experiment results - 855% uplift in email sign-ups for AU/NZ retailer
- Successful major new business pitches (Icebreaker, TradeMe)

SENIOR DIGITAL MARKETING CONSULTANT

2015 - 2017

- Paid search, display & video campaigns (Adwords & Bing)
- Setup & optimization of Google Shopping campaigns
- Paid social campaigns (Facebook, Instagram)
- Google Analytics analysis, insights & recommendations
- Account management

ACHIEVEMENTS

- Increased total conversions in US market 32% YoY, while reducing investment -5% for an NZ based SaaS company (ProWorkflow)
- Launched a GSP campaign that resulted in a the CPA significantly under the KPI for the Credit Card product, was even better than the Brand search campaign (Co-Operative Bank)



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HYDE GROUP ADVERTISING

An Auckland-based independent advertising agency specialising in effective retail and brand communications.

DIGITAL MANAGER

2012 - 2015

- SEO / SEM campaign management & optimization
- EDM campaign design & deployment (Mailchimp & Campaign Manager)
- Web Design & Development
- Digital Project Management

ACHIEVEMENTS

- EDM competition campaigns for Dilmah NZ with number of entries received exceeded targets by 35%
- Paid search & display campaigns for Mondo Travel, with resulting CPA 50% below KPI target.

STUDIO MANAGER

2004 - 2015

- Management of studio team, workflow, quality control, process development, design and artwork production.
- Recruitment & training of studio personnel.
- Trafficking studio workflow, allocating resources to achieve all deadlines.

SENIOR DESIGNER

2002 - 2004

- Graphic design and production of catalogues, posters, POS, DM material, press advertising, magazine advertising, website development, brochures, annual reports.

CERTIFICATIONS

Google Ads Certified (Search, Display, Mobile, Shopping)
Google Analytics Certified (GAIQ)
Optimizely X Certified (Strategy, Technical, Web)
CXL Certified Optimizer
Adobe Target Business Practitioner