

## Sean Reilly

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### Profile

Digital marketing professional, able to interpret & proactively address client challenges by building & managing comprehensive strategies. Proven track record of driving website traffic & improving conversion rates to deliver tangible results. Comfortable presenting to large audiences, articulating complex ideas & technologies in a simple manner.

### Key Skills

- Expert user of Google & Bing Web Master Tools
- Google Partner - AdWords Certified Professional
- Digital analytics tools such as Google Analytics, Moz Analytics & Tools, Double Click for Publishers, RankRanger in high usage environments (up to 2 million unique users a month)
- CMS experience including Wordpress & Drupal
- Ecommerce platforms including Magento, CS Cart & Woocommerce
- Proficient user of social media for engagement & SEO benefit
- Understanding of the capabilities of technologies such as HTML, PHP, CSS & the ability to talk with developers in their language

### Employment History

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#### Director / Digital Marketing Consultant

Current

#### CanMarket Limited

Canterbury, Kent

Established to provide consultancy & professional services; to date we have worked with clients including corporate financial services, start-ups / SMEs & independent artists including the band 10cc. We also employ a consultant working in a digital marketing role for the NHS.

### Key Achievements

- Working with the band, the promoter & the venue I applied my skills across social media channels to help 10cc sell out a "secret" gig at the Brooklyn Bowl in the O2; we also kick-started the negotiations which led to the band performing at CarFest North & South in 2014
- Created full ecommerce & marketing website for Kent based skincare start-up that returned on investment within three months

### Base Touch – London N1

This role has focused on building a client base for a stage 1 video marketing start-up, utilising my comprehensive knowledge of online marketing - search engine optimisation, pay per click advertising & social media management - alongside face to face networking & knowledge sharing opportunities.

- Constructed & scripted presentation for Google Town Hall, attended by digital marketers from some of the UK's top brands
- 112% increase in overall traffic to website in one month with a 61% rise in organic traffic, using a combination of SEO, PPC, Social Media advertising, content building & KPIs
- Detailed audits of Lindt, Karndean & Experian digital video channels
- Developed value proposition beyond production services to encompass strategy, optimisation & analysis
- PR generation, including securing an interview with editor of Econsultancy magazine

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#### Digital Marketing Manager

Jul 2011 – Dec 2014

#### ExtraDigital

Canterbury, Kent

ExtraDigital are a multilingual digital agency providing international online marketing, web design, development & content management solutions for a client base encompassing B2B, B2C & third sector organisations.

### Achievements

- Full agency rebrand from Cornish WebServices to ExtraDigital resulting in new business from many more sectors including several listed companies
  - In less than a year from launch the ExtraDigital site is beating established competitors on all key SEO metrics
  - Established permanent head office & workspaces in key London business locations
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- Developed standardised toolset compliant with ISO9001 recommendations, used by marketing team to aid the collection of key data to enhance strategy & inform clients
- Staff recruitment including full time marketing account manager, back end developers & Arabic speaking front end developer
- Built a network of reliable freelance copywriters & contract multilingual translators/local SEO support (Egyptian Arabic & Brazilian Portuguese)
- Pitched directly to & won business from a FTSE100 company CEO (BarclayCard)

#### Responsibilities

- Line management of 5 permanent marketing account management staff plus contract & freelance resources based internationally
- International client management including those based in Dubai, Saudi Arabia, USA & Brazil
- Management & delivery of client campaigns across all digital channels including SEO, Social & PPC including native, display & remarketing
- Bespoke campaigns for extraordinary situations such as reputation management, domain migrations & recovery from website hacking
- Analysis of data from a variety of sources to aid development of strategy & make recommendations for client accounts
- Final approval of all agency performance reporting to clients
- Development & execution of agency customer acquisition strategy
  - SEO, PPC & Social Media campaigns
  - Presentations & QAs at client pitches to executive level
  - Business development with suppliers & other agencies including potential partnerships to generate sales leads
  - Preparation of sales proposals & tenders providing rapid response to potential clients; management of the sales process through to project completion for top tier clients & delegating other clients to marketing team
- Project management of website design & development from brief through to launch
- Issue management & troubleshooting across the entire client portfolio
- Understanding of search market trends as well as exploration into new techniques & areas
- Knowledge sharing of own technical expertise to facilitate communication between client facing account management & development resource
- Strategy & staff development across all aspects of digital marketing
- Facilitation of client training seminars

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#### **Marketing Manager**

July 2010 – April 2011

#### **View London - 2 View Group**

Folkestone, Kent

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2 View Group are the publishers of 21 city guides, including ViewLondon.co.uk & owners of View Tickets

- Responsible for the day-to-day management & output of the marketing department including management of full time marketing executive & regular marketing intern. Reporting directly to board.
  - Analysis of the View network's 2 million plus monthly visitors using data from Google Analytics & other internal sources, interpret data using available tools & report to staff across a variety of functions technical & non technical.
  - Product, market & competitor analysis, including staying up to date with the latest SEO & social trends & tools.
  - Creation of compelling B2B & B2C marketing communications including development & distribution of press releases for trade, local & national media.
  - Working closely with sales, tickets & View Card teams to identify business requirements & plan actionable long term & ad hoc campaigns both B2B & B2C. Working with creative, development & editorial departments to implement campaigns.
  - Establish & maintain relationships with partners, affiliates & agencies. Creation of sales proposals & presentations for agency pitches.
  - Construction of media partnerships with charities & event promoters in return for high exposure brand coverage.
  - Development & ongoing management of large scale SEO & PPC campaigns, driving conversions & staying within budgets, on high volume low margin tickets.
  - Creation & management of advertising campaigns using onsite (DoubleClick for Publishers) & third party display as well as print, advertorial & social advertising.
  - Close collaboration with editor & editorial staff in the planning & development of traffic driving content.
  - Daily use of social media including Facebook, Twitter, Tumblr & YouTube to drive traffic & engage with end users. Management of forums & user reviews filters.
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**Oct 2009 – Jun 2010****Established CanMarket (see current role)**

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**Brand Manager**

Jun 2008 – October 2009

**RJW Marketing Ltd**

Ashford, Kent

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RJW Marketing was new business venture founded as the exclusive distributor of Flipper products to the UK, France & Ireland.

- Commissioned & directed design agency to create packaging & in store POS as well as website UI & general design assets.
- Coordinated with PR agency to secure coverage in The Daily Mail, The Telegraph, Sunday Express Magazine, Mother & Baby & FQ (Fathers Quarterly)
- Organised & manned exhibitions; sourced, trained & managed event staff; briefed agencies for stand fixtures & fittings; networked with trade contacts; face to face B2B & B2C sales
- Exploited opportunities across social networking sites including Facebook Fan Page, Twitter & MySpace. Enrolled bloggers within relevant social groups to review products & generate content.
- Regular contact with product suppliers in Malaysia; arranged shipping & transport of goods to UK warehouse; coordinated supply of goods to retail & wholesale customers.

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**Other Roles****Dec 1997 – May 2008**

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**Advertising Account Executive**

Apr 2007 – May 2008

**Kent on Sunday – Archant KOS Media**

Ashford, Kent

**Account Manager**

Sep – Dec 2006 (contract)

**Take One Media (formerly Top Attractions)**

Chatham, Kent

**Field Marketing Representative - UbiSoft Entertainment**

Nov 2003 - Jul 2006

**Infinite Field Marketing Solutions**

Swindon, Wiltshire

**Team Leader**

Dec 1997 – Nov 2003

**Dixons Stores Group PLC**

Canterbury, Kent

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**Interests & Achievements**

Based in Canterbury, Kent with my wife & two sons, I enjoy an active outdoor lifestyle including running, cycling & climbing. I maintain keen interests in travel, adventure & business literature.

- Management committee member of Canterbury Harriers Running Club
- Local Scout Group Leader
- Mentor & guest lecturer for digital marketing students at Canterbury Christ Church University & QE Grammar School in Faversham
- Finished the London Marathon in under 5 hours
- Completed the Tour du Mont Blanc on foot in less than 7 days