

MYLES O'BRIEN



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Experienced Digital Marketing Strategist with Technical SEO and Content Marketing Expertise. I possess over a decade of technical SEO and content marketing experience, making me a seasoned digital marketing strategist. I am an expert in performance marketing, catering to a diverse range of websites, from SaaS to advertising and e-commerce, and in implementing content and pillar marketing strategies.

After heading a digital marketing agency for ten years I then served as a Lead Google trainer, and now consult as a digital marketing expert. This has allowed me to develop my skills as a proficient communicator with a sharp eye for detail and a wide range of technical abilities. My focus on driving business growth stems from my entrepreneurial mindset.

I am passionate about designing and implementing organic SEO strategies that prioritize clients' business objectives. My strengths lie in my technical skills, strong communication abilities, and a forward-thinking outlook that empowers businesses to thrive. I stay up-to-date with the latest technological advancements, such as AI, to stay ahead of the curve in SEO information gathering and search engine optimisation.

EXPERIENCE

SEO SPECIALIST (CONSULTANT)

HW AGENCY

2018 - PRESENT

Responsible for increasing website traffic through both on and off-page technical SEO. Optimizing websites and individual landing pages as well as looking at the architecture and how it impacts the CRO and UX to maximize inquiries, as well as ongoing SEO strategy and technical SEO roadmaps in turn growing to clients visibility and ROI.

Key Responsibilities:

- Responsible for increasing website traffic through both on and off-page technical SEO.
- Optimising individual web pages around specific keywords to gain more search traffic.
- Using long-tail and content marketing to maximize on pillar marketing strategy.
- Providing forecast plans based on granular data, market trends and competitor analysis.
- Identifying and successfully managing new business, up-selling and cross-selling opportunities
- Building strong rapport with key decision makers and taking ownership of the Pillar.
- Leading the SEO strategy and roadmap.
- Liaising effectively with- tech, marketing, onboarding and delivery.
- Producing reports, decks and strategy plans that achieve the business' goals and then presenting to external stakeholders.

Key Skills:

- **CMS-** WordPress, Joomla, Drupal, Umbraco, SiteCore, Magento 1&2, Kentico, Shopify, and Craft and other CMS platforms.
- **Tools-** Google Analytics, Google Search Console, Google Tag Manager, Screaming Frog, DeepCrawl, Ahrefs, Sistrix, SEMRush, MajesticSEO, SiteBulb, Lighthouse, Google Ads, Supermetrics
- Advanced knowledge of HTML, CSS and Javascript.
- Extensive experience in web audits, backlinks and creating bespoke actionable roadmaps.
- **Project management-** Slack, Trello, Monday, G suite.
- Ability to read and audit source code enabling ability to liaise easily with dev teams.
- **Native marketing-** Taboola and Outbrain.

**LEAD TRAINER
(CONSULTANT)**

GOOGLE UK

2016-2017

Providing training and mentoring on digital marketing as the lead team trainer to a variety of companies and agencies.

Key Responsibilities:

- 1-2-1 consultations and training on digital marketing guidance
- Presentations to groups of up to 200 delegates
- Mentoring of SME's, business owners and managers and agencies
- Leading a team of trainers, coaching and ensuring excellent service
- Training delegates in ad-words and content marketing

Key Achievements

- Successfully leading and motivating the team to achieve their weekly, monthly, quarterly and yearly KPI's and targets
- Chosen to be the face of the marketing campaign for 'Google Digital Garage'.

**HEAD OF DIGITAL
AND CLIENT
RELATIONS**

BOOST AGENCY

2008-2016

Account and technical SEO Manager to clients, building client relationships and spearheading the team in developing tier digital marketing campaigns and SEO strategies. Pushing digital boundaries and technical developments and transforming these into innovative ideas.

Key Responsibilities:

- Effectively lead the sales team consisting of account development executives and new business development managers
- Working closely with the client services team and development team to ensure a successful journey for the client
- Providing sales coaching, product training and mentoring to each member of the team
- Running daily pipeline meetings and weekly sales meetings, discussing opportunities, contract management and queries from existing and prospective clients
- Attend all client meetings and building relationships, attending networking events and arranging product launch events
- Being at the forefront of the digital team and overseeing the creation of up-to-date, accessible content
- Creating video, photo and digital campaigns on and offline, aligning with client's branding
- Management of external 3rd party agencies (when necessary)
- Building good relationships and getting teams to excel, encouraging individual capabilities

Key Achievements

- Generated a high yield net worth of new clients year on year
- Was at the forefront of E-commerce, working on platforms such as Shopify and Magento.
- Successfully achieved new and recurring business and personal targets
- Grew the team from a humble 2 person agency to 10+ within the first 3 years
- Working with some of the biggest brand names in Manchester and further afield such as Ralli Solicitors, Stanton Fisher (PPI), Elle R Leisure (Dukes 92), Albert's Restaurants and Clark Art
- Successfully bringing in advertising for Google Ads and Facebook of 1M+ spend for Stanton Fisher (PPI), The Claims Guys and more

PHOTOGRAPHY AND PRODUCTION

SEVENTY7 GROUP
(PHOTOLINK)

2007-2008

Assisting in day-to-day photo and video shoots from initial concept to production.

Key Responsibilities:

- Assisting in the creation, styling and staging of a variety of photo shoots for use in professional fashion brochures, with the focus on creating striking and forward-thinking content
- Over 100 shoots including video production for a range of companies including Argos, John Lewis, JD Sports and Littlewoods

Key Achievements

- Proudly worked with many well-known photographers and models
- Proved self-worth by working my way up to fashion photography assistant from starting position as a warehouse clerk
- Learned how to use camera equipment and honed photography skills by closely working with professional creatives

SKILLS

- Deep understanding of Design, Development, Organic SEO, PPC, Paid Social, Display & Native marketing, Content and Digital PR.
- Leading SEO strategy, briefing and project managing teams in an agile way.
- Confident in delivering reports, working in client-facing roles and identifying opportunities to drive innovation.
- Strategic perspective to find and define a plan that has a long-term vision aligned with a company's goals and objectives
- Able to discuss and work with developers and designers regarding website implementation as well as offsite campaigns.
- Deep understanding of server management and the ability to migrate existing sites seamlessly
- ability to plan and execute redeployment ensuring that all re directs such as 301's are in place maintaining domain authority and content.
- Strong project managements skills including resource management and effective prioritisation.
- Excellent understanding of digital and offline, end-to-end project lifecycle and implementation methodologies.
- Good understanding of content marketing and working on cutting-edge methods such as pillar marketing.

CLIENT LINKS

- Glint
- LDS
- OKTA
- Ralli Solicitors
- House of Fraser
- Saatchi and Saatchi
- Wildfarmed
- Juice Plus
- Gumball Rally