

## **Noah Alwan**

Digital Marketing Manager

### **Personal Info**

#### **Email**

noahalwan@yahoo.co.uk

#### **Phone**

07453319775

### **Skills**

Calculating ROI

Social media expert

Communication and writing skills

Online marketing

SEM strategy development

Web analytics

Prospecting customers

Strategic planning

Audience outreach

Audience Increase and retention

SEO proficiency

Email Marketing

CRM Management

Email Marketing

Team Management

Copywriting

Seasoned Digital Marketer with 4 years success in creating on-brand marketing content for existing and new social media platforms. Accomplished in evaluating analytics and marketing campaign results to adjust strategies and achieve goals. Proficient in social media monitoring and management tools.

2022-11

Present

### **Marketing Manager**

*GD Property Solicitors, Pendlebury*

- Replace agency currently used
- Content creation for website and SEO
- Paid PPC for Google and Bing
- Organic and paid social media on Twitter, Facebook, LinkedIn and Instagram
- Grow brands image as there wasn't a following online
- Use LinkedIn to build relationships with Estate Agents and Mortgage Brokers
- Live chat management
- Generating more than double the leads on a lower budget than the agency used
- Email marketing to generate new avenues of leads

## **Work History**

2019-02

2022-07

### **Digital Marketing Manager**

*Energy Gain UK Ltd, Ashton Under Lyne*

- Managed relationships with high-profile clients and translated marketing and social media needs into results-driven strategies.
- Managed social media accounts, generating interest for potential clients to install solar on their company.
- Skilled in crafting persuasive and engaging copy for various marketing channels, including web content, PPC, email campaigns, and social media, with a focus on driving brand awareness and conversions.
- Experienced in incorporating SEO strategies into copywriting, resulting in improved search engine rankings and increased organic traffic, while maintaining high-quality and relevant content increasing organic rankings from page 8 to 1.
- Adept at maintaining a consistent brand voice and style across all written materials, ensuring a cohesive and recognizable brand identity in the marketplace.
- Expertise in writing copy that effectively converts readers into customers, utilizing persuasive language, compelling calls to action (CTAs), and data-driven insights to optimize content performance.
- Masterminded highly successful digital strategies for various platforms to attract customer engagement.
- Audience outreach and built with organic posts as well as paid. Increasing the social media followers each by over 1,000% by creating more targeted responsive posts.
- Analysed and reported social media and online marketing campaign results.
- Discussed SEO needs and optimised strategies for short- and long-term campaigns.
- Developed marketing content such as blogs, promotional materials, and advertisements for social media.
- Evaluated monthly performance statistics and used data to inform future strategies.
- Tracked innovations in social media and worked with key functional groups to adopt emerging technology.
- Created social media content with consistent content and tone.
- Improved page content, keyword relevancy, and branding to achieve search engine optimisation goals.
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- Provided weekly updates on digital marketing campaigns to clients, discussing strategic initiatives and methods for improvement.
- Monitored return on investment of online and social media marketing efforts.
- Analysed competitor pages to locate backlink and keyword opportunities.
- Created and managed the CRM where all our leads / data is stored and is updated.

- Google AD words being ran to fit specific markets we are targeting.
- Content creating including leaflets, brochures, and videos.
- Email campaigns to potential new customers.
- Managed and created all paid ads across google, Bing, Facebook and LinkedIn. Linking together with research being done and implemented from past campaigns.
- Managed an apprentice underneath me who would help with some wording and anything to do with carbon as he was a specialist in that field.

2022-09

2022-10

### **Head of Digital and Creativie – (End early as boss got severely ill)**

*Govconnect, Cheadle*

- Managed organic social media's with a plan to link to events
- Content creation for both websites
- Manage 2 digital marketers with a plan of action to reach our sale targets
- Google analytics management and reviews with actions to be made to improve
- SEO for both website
- Email marketing management and revamp
- Google business page creation with relationships with google for improvements needed to increase volume
- Create plans to link our entire digital side to link together to increase sales and brand awareness

### **Education**

**St Peters RC High School, Manchester - 09/2010 - 05/2015**

**Information Communication Technology, A**

**Business Studies, B**

**English, 1 A + 1 B**

**Mathematics, A**

**Science, 2 A's**

**Food Technology, Merit**

**Drama, Distinction**

**Religious Education, A**

**Loreto College, Manchester - 09/2015 – 05/2017**

**Information Technology, 2 A'S**

**Media Studies, 1 A + 1 B**

**Performing Arts, 2 Distinctions**

**Digital Marketing Apprenticeship – 02/19-09/20 Level 3 Distinction**