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# MICHAEL MCCUE

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[HTTPS://RB.GY/L2G9T](https://rb.gy/l2G9T)

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## PROFILE

An ambitious, forward-thinking marketing leader with experience managing teams both domestically and internationally.

A proven track record in delivering exceptional marketing campaigns that both exceed targets and come in under budget.

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## SKILLS

SEO | PPC | EMAIL MARKETING |  
WEBSITE DESIGN &  
DEVELOPMENT | MARKETING  
STRATEGY | GRAPHIC DESIGN |  
CONTENT WRITING |  
TRAINING & DEVELOPMENT |  
PARTNERSHIP MANAGEMENT

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## EXPERIENCE

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### HEAD OF MARKETING COMMUNICATIONS PLUS GROUP

August 2022 – Present

Achieved a 113% increase in website traffic within the first year by optimising SEO strategies and implementing content strategies.

Managed a successful PPC campaign for a new website which currently generates approx. 25 leads per day for under £2,000/month.

Managed a marketing budget of approx £300,000, consistently delivering campaigns within budget while maximising ROI.

Led a team of 4 marketing professionals in house, fostering a collaborative environment.

Worked with and managed 5 marketing agencies all supporting my team with multiple projects.

Implemented a new email marketing automation system, resulting 76% increase in click-through rates.

Overseen the redesign and development of the company website, resulting in a 72% increase in user engagement and a 41% decrease in bounce rate.

Established strategic partnerships with local businesses, sports clubs and charities.

Collaborated with sales team to develop marketing materials.

### HEAD OF MARKETING – 12MTH FTC MARSH FINANCE

August 2021 – August 2022

During this 12 months of Maternity cover I successfully overseen the development of a new company website, developed a new marketing strategy and improved lead generation strategies for the business.

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Increased inbound leads from approx.. 250 per month to a minimum of 2,500 per month.

Managed and trained a team of 3 junior marketing professionals.

Developed and launched a new, industry leading accreditation scheme

Developed new partnerships with major car brands including Ferarri and Aston Martin.

**HEAD OF MARKETING & DESIGN  
RWINVEST NORTH LTD**

June 2016 – August 2021

Managed a team of 14 in house.

Successfully marketed 22 off plan property developments with an average of 200 off-plan apartments to UK & global property investors, with each development selling out before build completion.

Marketing over 500 apartments for rent and successfully generated enough interest to fully tenant all units before completion.

Implemented a global email marketing strategy that reaches around 12,000 people per month in approximately 20 countries.

**MARKETING MANAGER  
AMERITZ MUSIC**

September 2014 – June 2016

**GRAPHIC DESIGNER  
TEXERE PUBLISHING**

April 2012 – September 2014

References and full employment history available upon request.

Education & training on next page.





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## EDUCATION & RELEVANT CERTIFICATIONS

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**MSC GLOBAL DIGITAL MARKETING**  
Distinction

**BA(HONS) GRAPHIC DESIGN & COMMUNICATION**  
First Class Honours

**CERTIFICATE IN ART DIRECTION**  
Certification from UAL: Central Saint Martins

**MACHINE LEARNING AND ARTIFICIAL INTELLIGENCE**  
Google Training Certificate

**USER EXPERIENCE FUNDAMENTALS**  
Certification from UAL

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## OTHER CERTIFICATES

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**FIRE MARSHALL**  
Valid until July 2025

**FIRST AID**  
Valid until July 2025

