



Steven O'Shaughnessy

SEO Specialist

Online marketing expert with over 20 years' experience in SEO, specialising in areas such as technical SEO, competitor analysis, SEO audits, website design (WordPress & Shopify), CRO, affiliate marketing, link building and link audits. Founder and leader of six highly successful online casino brands and three distinguished gambling affiliate sites, guiding these ventures to successful exits through strategic organic SEO. Recognised as a former EGR Power 50 affiliate for outstanding performance and influence in the European online gaming and gambling industry.

Contact

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Expertise

- SEO
- Off-Page SEO (Link Building, Link Audits, Competitor Analysis)
- On-Page Optimization and Website Structure
- Technical SEO
- CRO
- Website Development and Optimization
- UX/UI

SKILLS

- Ahrefs
- SEMrush
- Screaming Frog
- Surfer SEO
- Google Analytics
- Google Search Console
- HTML, CSS
- Shopify, Wordpress
- Excel
- Photoshop
- AI Applications

Experience

Jan 2022 - Aug 2023

Mission C | 275 Deansgate, Manchester M3 4EL

Head of SEO

I led SEO strategies, resulting in significant enhancements in organic search visibility and website performance. By implementing comprehensive SEO campaigns, including technical SEO, on-page optimisation and robust link building, our website achieved higher search engine rankings and increased organic traffic. These improvements also translated into heightened user engagement, click-through rates and conversion rates, contributing to Mission C's overall success. My role involved staying updated on SEO trends and collaborating across teams to align SEO strategies with broader business objectives, showcasing my expertise as an SEO leader.

Jan 2012 - Dec 2021

Gabcon Media | Saddlers Barn, Butterfield Hall Farm, BL5 1AW

Head of SEO

Spearheaded SEO efforts at Gabcon Media for a decade, driving substantial growth in online presence and organic traffic. I led SEO strategies and initiatives, successfully implementing comprehensive campaigns that significantly increased the company's visibility in online search results. Through a combination of technical SEO, on-page optimisation and a strong focus on organic link building, we achieved higher search engine rankings and a notable influx of organic traffic. This translated into enhanced online visibility and contributed to the company's impressive growth over the years, demonstrating my long-term commitment and expertise in SEO leadership.

Jan 2007 - Dec 2011

Self-Employed

Affiliate Marketing Specialist

As a self-employed Affiliate Marketing Specialist, I managed and optimised a diverse portfolio of affiliate marketing projects, consistently delivering exceptional results. My responsibilities encompassed the entire affiliate marketing process, from strategy development to campaign execution. I utilised my expertise to create and manage affiliate partnerships, design and implement high-converting campaigns and continually optimise them for maximum performance. This self-employed venture allowed me to demonstrate my versatility and proficiency in the field of affiliate marketing, yielding outstanding outcomes over the five-year period.

Reference

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