

# JURA CATHERALL

## ECOMMERCE SEO ACCOUNT MANAGER

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### PROFESSIONAL SUMMARY

Experienced Ecommerce SEO Account Manager with 5 years of expertise as a digital account manager specialising in SEO. With a strong focus on optimising ecommerce websites for search engines, I have delivered tangible results for clients. My comprehensive understanding of SEO strategies, coupled with advanced knowledge of keyword research, on-page optimisation, UX and off-page tactics, has enabled me to improve search engine rankings and drive significant organic traffic and revenue. Adept at building and maintaining client relationships, I excel in understanding their objectives, developing customised strategies, and effectively communicating campaign progress. With a track record of successful projects and a commitment to staying abreast of industry trends, I am dedicated to helping ecommerce businesses achieve their online goals through effective SEO strategies.

### SKILLS

- Website CRO Optimisation
- B2C & B2B campaign management
- Strong understanding of search engine algorithms and ranking factors
- Customer relationship management
- Experience with SEO tools and analytics platforms
- Familiarity with local SEO and Google My Business optimization
- Ability to analyse quantifiable metrics
- Data analysis
- Ability to conduct SEO audits and identify areas for improvement
- Campaign performance reporting
- Retention and account growth
- Understanding of content marketing and link-building strategies
- Manage multiple projects simultaneously
- Hands-on project management of digital marketing campaigns
- Strong background in working on CMS management systems
- Preparation for client review meetings, presentation of activity and forward plans
- Nurturing accounts for longevity and growth
- A creative mindset combined with strong commercial awareness to achieve business goals

### WORK EXPERIENCE

#### ECOMMERCE SEO ACCOUNT MANAGER

Add People | 11/2022 - Current

- Proven track record in Ecommerce SEO, delivering measurable results and driving organic traffic growth.
- Expertise in developing and executing SEO strategies for online stores, optimising product listings, and improving search engine rankings.
- Strong understanding of ecommerce platforms (Shopify, Magento, WooCommerce, etc.) and their SEO considerations.
- Experience in conducting SEO audits, competitor analysis, and keyword research to identify opportunities for optimization.
- Proficient in on-page optimisation, link building, technical SEO, and content optimisation to enhance website visibility and performance.
- Skilled in using SEO tools (SEMrush, Moz, Ahrefs, Google Analytics, etc.) to analyse data, track performance, and make data-driven decisions.
- Effective client management, providing strategic guidance, delivering performance reports, and fostering strong relationships.
- Project management skills, adept at handling multiple projects, prioritising tasks, and coordinating with cross-functional teams.
- Excellent communication skills, with the ability to present complex SEO concepts and provide actionable recommendations.
- Strong understanding of user experience (UX) principles for e-commerce platforms
- Knowledge of e-commerce analytics and tracking tools (e.g., Google Analytics, Google Search Console)

#### SENIOR DIGITAL ACCOUNT MANAGER

Digital Next | 02/2020 - 11/2022

- Managed portfolio of diverse client accounts within a marketing agency setting.
- Served as the primary point of contact for clients, maintained regular communication, and built strong relationships.
- Developed and executed digital marketing strategies tailored to each client's specific goals and objectives.

## WORK EXPERIENCE

- Oversaw the planning, execution, and optimisation of various digital marketing channels, such as social media, search engine marketing (SEM), search engine optimisation (SEO), email marketing, and content marketing.
- Monitored and analysed campaign performance metrics, generated comprehensive reports to provide actionable insights and recommendations for continuous improvement.
- Identified upselling and cross-selling opportunities to drive organic growth within existing client accounts.
- Managed budgets of client accounts, ensuring profitability and delivering ROI.

### DIGITAL ACCOUNT MANAGER

Run 2 | 05/2019 – 02/2020

- Managed a select number of key accounts as a Key Account Manager, responsible for overseeing and coordinating their multi-channel digital marketing campaigns.
- Developed and maintained strong relationships with key stakeholders within the accounts, serving as the primary point of contact for all marketing-related inquiries and requests.
- Collaborated closely with internal teams, including marketing, design, content creation, and analytics, to execute comprehensive digital marketing campaigns.
- Led project management efforts for the multi-channel digital marketing campaigns, ensuring all tasks and deliverables were completed on time and within budget.
- Coordinated the creation and distribution of engaging content across various digital channels, such as social media, email marketing, and website updates.
- Monitored campaign performance and analysed data to measure the effectiveness of digital marketing initiatives, providing insights and recommendations for optimisation.
- Conducted regular meetings and presentations with the clients to provide updates on campaign progress, discuss performance metrics, and identify areas for improvement.