

MICHAEL MCCUE



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[HTTPS://RB.GY/L2G9T](https://rb.gy/l2g9t)

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.

SKILLS

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

EXPERIENCE

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.



EDUCATION & RELEVANT CERTIFICATIONS

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

OTHER CERTIFICATES

FIRE MARSHALL
Valid until July 2025

FIRST AID
Valid until July 2025