

# Stephen McConville

## SEO & Social Media Specialist

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### Work Experience



#### SEO & Social Media Client Account Manager

**Turtle Media & Marketing Ltd**

*August 2017 - Present*

- Developing SEO strategies for client websites.
- Identifying gaps in content to help assist growth
- Implementing SEO strategies.
- Tracking campaigns
- Developing social media strategies.
- Website development
- Technical implementation of all aspects of SEO



#### SEO Specialist & Web Design

**Drone Site Surveys Ltd**

*November 2019 - Present*

- Developing the company website & branding
- Developing SEO strategies
- Implementing all aspects of SEO from technical on-site to all off-site activities
- Acquiring links from relevant websites to boost ranking
- Ensuring content is performing and ranking as it should
- Looking for opportunities throughout the business to find growth of services with the aim of growing traffic

### Relevant Skills

- SEO strategy development
- SEO implementation
- In-depth Technical SEO knowledge
- Website development
- Server management
- Social media content creation
- Social media scheduling and advertising

### Volunteer Work and Affiliations

#### **Man v Fat Football**

##### **Assistant Coach**

*Jan 2023 to Present*

#### **Liverpool County FA**

##### **Referee**

*2024 to Present*

#### **Remyca FC**

##### *Football Coach*

*2024 to Present*

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## More information about me

### Education History



#### St Edwards College

*Class of 2001*

- 10 GCSEs
- Grade A - C
- B+ in Maths & English



#### Liverpool Community College

*2002 - 2004*

- City & Guilds Server Management & IT Support Level 2: **Distinction**
- City & Guilds Server Management & IT Support Level 3: **Distinction**

### References Available on Request

### About Me

I've worked within computers for as long as I can remember. Starting out in SEO in 2007 as an apprentice I grew to managing 15 clients within as little as 6 months. I've used my skills across my career and helped start my 2 current employments from the ground up as company director. I stepped away as director in 2022 and continued employment but I'm now looking for pastures new.

In my 2 current roles, I split my working week between the 2 companies however, the job role is more or less identical. I currently manage Office 365 mail accounts, cPanel & WHM server holding 50 websites. I provide tech support for all 50 websites that are built on a variety of platforms, I also built every website myself on the server. It was myself who was also responsible for setting up the WHM (linux) server, including DNS management, email setup, SSL certificates & malware protection.

Beyond work, I'm a diverse person man with a lot of different activities in my spare time. I've been on a Man v Fat journey which has seen me play football to lose weight (over 5 stone in less than 18 months). As part of that journey, I've now started running and getting more involved in football. I've recently trained as a referee and take part in football refereeing at local amateur leagues & football academies. I've also qualified as a football coach, which I use to volunteer with the coach at Man v Fat, with kids under 12 at Remyca FC. I've also been promoted from player to Assistant Coach at Man v Fat meaning I help deliver sessions, weigh players in and help with the day to day admin tasks.

Beyond that, I'm also part of the social media team at Man v Fat St Helens. Something I do out of love for the league. You can find the channels on Facebook & Instagram to see some of the content we put out there.

I'm looking to transition my life from a role that helps multiple companies, to a situation where I can focus all my attention on one. This will help me use my skills to the best of my abilities, where I'll hopefully have access to the information I need on a daily basis to help push and market the company.