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15 years SEO / Web PM experience. I've worked agency & client-side for the top-tier in UK, AU, NZ. I specialise in technical, strategy & on-page SEO - focusing on enterprise, eCommerce & international websites. Driven by increasing organic visibility, I've created tangible ranking increases for 100's of big brands worldwide. Clients include Samsung, Toyota, Hilton, Honda, Ford, H&M, Bacardi, Jim Beam, The AA, Qantas, Ted Baker, GSK, Currys, Netsuite, Software AG and 100's more.

Professional Experience

SEO Contractor – Remote Consultant

**Hilton.com / VML.com
Mar 24 – Present**

Undertaking 3 ad-hoc consultancy roles for Hilton Hotels, VML agency and Great.gov. Here I provided technical expertise for the optimisation and expansion of organic visibility for international markets for Clarks Shoes, Honda, Ford, Hilton and Great.gov. This meant providing guidance on tech to dev teams on best practices, whilst also ensuring content was fully optimised for multi-region/language users obtained via the organic channel.

SEO Consultant/Contractor – Remote Senior Technical SEO Manager

**Digitas.com
Aug 23 – Feb 24**

A 7-month contract to fill a technical skill shortage across newly won accounts via Digitas (a Publicis company).

Client Work: Jim Beam, Makers Mark, Laphroaig, Courvoisier, Canadian Club, Knob Creek, Midori, Teachers Whiskey, Aquafresh, Sensodyne, Nexium, Anadin, Corsodyl, Voltorol, Centrum, Polident, Piri Allergy.

Here I have been responsible for the high-level technical SEO recommendations on the Beam Suntory account. With a re-platforming onto a hybrid Drupal/React framework, my role has been to provide technical support in the form of requirements gathering, acceptance criteria, strategy, and technical recommendations. This is to ensure greatest ranking ability, whilst minimising technical impediments. Using Oncrawl, Jira, Jet Octopus and Ahrefs to run the project day-to-day.

SEO Consultant/Contractor – Remote SEO Consultant

**Speechmatics.com
Mar 23 – Jul 23**

A 3-month client-side contract to increase organic rankings for this SaaS B2B AI vendor. After a site migration (and very few organic keywords), I kept focus on quick wins to increase visibility fast. Covering all areas of SEO, I was able to highlight and deliver technical/on-page fixes first, with day-to-day focused on content strategy. Building out their product/service and long-tail article content pages in unison. I provided them with tangible results in less than 3 months, even with concurrent dev challenges and a reduction in PPC spend. We used Ahrefs, Screaming Frog, Asana and Confluence to run the bulk of this project. *Notable achievement:* I ranked them for the highly competitive term 'voice recognition' on page 1 of Google.

SEO Consultant/Contractor – Remote SEO Manager

**Spika.com
Sep 22 – Dec 22**

A short-term contract providing high-level SEO strategy, on-page & technical expertise delivered remotely, whilst working with the Spika London team. Our focus was on increasing non-brand organic performance on the first page of Google.

Client Work: Bacardi, Martini, Bombay Sapphire, Noilly Prat, Teeling Whiskey, St Germain, Patron, Dewars.

I was enlisted to help with high-level SEO strategy planning, across US/UK and global markets. This included capitalising on seasonal opportunities and using Pi DataMetrics to manage performance and deliver status updates to the client. This was mostly in the form of consultative SEO providing strategy decks, whilst also fulfilling day-to-day on-page and technical tasks via Jira, working across a wider development landscape with resources from across the globe.

Notable Achievement: Detecting a serious technical SEO issue, which once resolved allowed us to rank important 'cocktail pages' more efficiently. Resulting in a large increase in performance.

SEO Consultant/Contractor – Remote Technical SEO Manager

**SearchLaboratory.com/Havas
Jan 22 – Apr 22**

A short-term contract providing technical SEO expertise for current and newly onboarded clients for international marketing agency Search Laboratory who are part of the Havas group.

Client Work: Ted Baker, Hallmark, Matches Fashion, Vida XL, Mitel, Software AG, Happy Beds, Mumsnet

Here my work mostly focused on providing technical SEO audits and pre-sales website health checks in the form of presentations that I would present to my clients. I was also the go-to resource for any technical SEO related questions or challenges that my client accounts faced.

This was mostly in the form of consultative SEO providing technical solutions documentation and work packages. There was also a good amount of technical hands-on CMS work, which included XML sitemap creation and metadata optimisation.

**Currys – London, UK
Contract SEO Manager**

**Currys.co.uk
Jul 21 – Dec 21**

Management of largescale eCommerce website of the UK's largest online electrical retailer.

I was enlisted to help the technical transformation of the existing website platform and assets to a new omnichannel Salesforce Commerce Cloud offering. This included all aspects of SEO migration within transformational projects and overseeing BAU and managing external agencies, whilst feeding key SEO metrics into the business to various stakeholders.

Responsible for creating strategy and championing the SEO business case to get effective SEO strategies into the development schedule via Jira and other ticketing systems. This would include delivering highly technical SEO spec requirements and working with developers to make change in the most efficient manner. We tracked 10,000's of keywords using Pi DataMetrics and use Google Data studio and Adobe Analytics to measure traffic performance across organic channels.

I implemented on-page changes via various CMS systems and have a solid understanding of the front end from JS frameworks like React to enterprise systems such as Salesforce and PHP driven CMS's such as WordPress.

SEO Consultant/Contractor – Sydney / Brisbane / London
SEO Professional / Web Dev

DWB Business Owner
Oct 16 – Jul 21

I provided hourly white-label SEO, web dev/design services (both hands-on & consultative) for agencies and in-house teams worldwide.

Client work: *The AA, Bunnings, SportsPower, James Hardie, Heart Foundation, Poli, Spark, Healtheries, Genesis Energy, Crown Relocations Worldwide.*

I create and execute top-level strategy in the form of 6/12-month SEO projects for large-scale websites that encompass all aspects of SEO (On-page, Off-page, Technical).

With an arsenal of effective work packages (including strategy, audits, data analysis, content marketing and reporting) I increase the traffic, leads and sales of my clients by ranking their websites on page 1 of Google for a wider range of relevant search terms.

I regularly work on national / international e-commerce, enterprise, and franchise websites. I am familiar with modern web technologies including .JS frameworks and CMS systems such as Shopify, WordPress, Joomla, Drupal. I work under the hood with code and quickly formulate solutions to technical challenges.

Industry experience includes finance & banking, energy, retail, technology, travel & tourism, aviation, telecoms, television, legal, construction, IT, removals, recruitment, real estate.

Notable Achievement: I migrated Crown Relocations from their dated Business Catalyst website to the Crown worldwide group Drupal site. This included all aspects of SEO migration, provisioning past content, whilst optimising their new content. My key focus was preserving their historical organic Google rankings post-migration.

Chow Group – Wellington, New Zealand
Contract SEO Manager

CGML.co.nz
Mar 16 – Aug 16

Freelance contractor role providing hands-on SEO, web dev, design & content changes. I developed the CGML web strategy to increase organic visibility across Google NZ, whilst improving their online offering throughout their portfolio.

Client work: *Stonewood Homes, Urban Hub, Inno Capital, Exodus Gym, AE Group, CGML, Park Ave*

Here, my primary focus was to improve the organic search visibility of Stonewood.co.nz (New Zealand's largest homebuilder). After a successful website migration onto new servers, I planned and implemented a 6-month project to improve SEO for a range of competitive high search volume keywords in Google.

This included the creation of technical audits, SEO benchmarking, keyword research, business landscape & competitor analysis, website assessments, content gap analysis, content development, link profiling, link strategy and content outreach to improve rankings.

I provided hands-on implementation including meta-data re-writing, content re-alignment, information architecture improvements, provisioning old content, asset file updates, URL re-structuring, link management/reconciliation, content management and improvement.

Notable Achievement: I migrated the Stonewood site onto new servers, retaining established organic rankings.

Starcom / Publicis Groupe – Auckland, New Zealand
Senior SEO Manager

Starcom.co.nz
May 15 – Dec 15

I developed and oversaw the SEO offering of Publicis Group throughout New Zealand. Complete setup and strategy of large-scale SEO programmes across all Starcom brands. This was for both international clients & New Zealand's biggest homegrown companies.

Client work: *Samsung, Westpac, Qantas, Toyota, TVNZ, Genesis Energy, Lion Nathan, Flight Centre, Cruise About, Student Flights, Travel Associates, Travel Money OZ, Methven.*

This role included the management of an SEO Agile team of 3, who would work on individual projects concurrently within a Scrum matrix environment (tailored to the needs and budgets of the clients) under my supervision. Here we used BrightEdge to manage all SEO accounts.

Projects with 12 / 24-month contracts that included hands-on and consultative SEO work packages, such as - keyword research, baseline benchmarking, monthly reporting, technical SEO audits, extensive business and competitor analysis work, link profiling, backlink reconciliation, website assessments, SEO off-page outreach, on-page optimisations, local search optimisation, IA / site architectural design, SEO Migrations, Href-Lang setup.

Resolution Media / Omnicom – Sydney, Australia
Senior SEO Analyst

ResolutionDigital.com.au
Jan 14 – Jun 14

I worked in a team of 5 people looking after Australia's most expensive SEO portfolio. I provided enterprise-level SEO, consultation, and strategy pieces for banking and commercial enterprise clients.

Client work: *Commbank, ING Direct, Seek, Telstra, Amaysim, Netsuite, Dan Murphy's, Dominos, Bupa, Oz Lotteries.*

We ran all SEO via an Agile Matrix methodology completing daily sprints to maintain efficiency to get large-scale projects and work packages completed.

I would liaise with clients on new strategies, ongoing reporting, recommendations in line with their BAU and new projects, products and promotions. A huge emphasis of the work was rooted in keyword strategy via the BrightEdge Toolset to provide in-depth specialist SEO analysis to increase traffic, conversions and sales.

I also headed a large-scale web site migration for ING Direct that was extremely successful in maintaining traffic and organic search visibility, whilst they migrated and updated their technologies.

Notable Achievement: I also headed a large-scale website SEO migration for ING Direct that was successful in maintaining traffic and organic search visibility, whilst they migrated and updated their web technologies.

WME Group – Melbourne, Australia
SEO Account Manager

WMEGroup.com.au
Jan 13 – Jun 13

I managed an account of 115 websites in a range of different sectors and industries from PR6 international ecommerce sites to .edu domains. My role was to achieve quality SEO and first page Google rankings for relevant industry keyword phrases.

- Managing client expectations, relationship and rapport building. Stakeholder and resource management
- Maximising potential to leverage the highest value for clients whilst upselling and keeping campaigns within profitable scope.
- Keep abreast of the current and continually changing SEO landscape understanding how changes in the Google algorithm have an effect and consequence on businesses within my account.
- Surpassing a cumulative monthly sales target of \$20k with upsells and new orders in the form of Google Adwords, new website builds, Mobile websites and a range of other products, recommended by myself for clients to improve their online marketing and ROI.
- Ability to take full control of all technical aspects of SEO on client websites and perform ad-hoc fixes for client sites and campaigns with the full knowledge to explain the benefits to clients

Signs Express HQ Ltd – Norfolk UK
SEO Manager

SignsExpress.co.uk
Jun 11 – July 12

Signs Express is the largest sign company in the UK with 80 franchises in the UK and Ireland.

A successful B2B project that primarily focused on SEO & SEM. Part of a wider large-scale web programme, my project dealt with measuring and improving SERP rankings through the management of on-page, off-page and site architectural SEO strategy. A high-traffic, multi-region website with 80 micro-sites, each with exclusive PPC and online advertising campaigns.

Notable Achievement: Signsexpress.co.uk website moving from position 12 to position 3 for the single keyword phrase "signs" only being surpassed by Wikipedia and IMDB for Google.co.uk

Academic Qualifications

- **Masters in Business Entrepreneurship** - University of East Anglia, 09/08 – 09/09
- **BA (Hons) 2:1** - Music Technology, University of Derby, 09/05 – 05/08
- **A-Level** – Information Technology, Kett Sixth Form, 09/01 – 05/03

Web Industry Knowledge & Skills

On-Page SEO, Technical SEO, Off-Page Strategy, Front-end Design & Development, Programme/Project Management, Content Creation & Copywriting, eCommerce Management, Digital Production, Digital Strategy, UX, Web Server Management, DNS Management, Agile / Scrum, Information Architecture Design, Business Analysis, Stakeholder Management, Wireframing, Design Systems, AI Prompt writing.

Professional Accreditations

Pi DataMetrics Certified, Brightedge Certified, LinkedIn SEO Certified, Prince2 Qualified, Shopify Partner, Google Partner, CEB SHL HTML5, CEB SHL CSS3, Pluralsight Front End Foundation, Pluralsight PHP Foundation, Team Treehouse TechDegree, Sololearn .JS, Sololearn PHP, Sololearn HTML, Marketo Certified, FreeCodeCamp Certified,

Technologies (High level of fundamentals understanding, basic dev chops)

HTML, CSS, JavaScript, React, XML, PHP, JSON, JSX, Regex, Liquid

Software & Systems

Salesforce, Shopify, WordPress, WooCommerce, Magento, Joomla, Drupal, Contentful, GitHub, VS Code, GA/GSC/GMB/Tag Manager, Adobe Creative Suite, Screaming Frog, Ahrefs, BrightEdge, Jira, Toggl, Filezilla, SFTP, CPanel, PHPMyAdmin, MySQL, Omniture, Majestic SEO, SEM Rush, Pi Datametrics, Jet Octopus, Figma, Asana, Monday.