

# CURRICULUM VITAE: Mark (Max) Brockbank

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## CONTACT DETAILS

*em:* max@sceneonthe.net

*wb:* maxbrockbank.com

*tw:* @maxormark

*g+:* maxormark.2.0@gmail.com

*mb:* +44 (0) 7765 14 12 10

## PROFESSIONAL SUMMARY

I offer breadth of experience and in depth ability in producing, improving and managing many different types of media. I promise new ideas and new **insight** based on wide-ranging experience in top-flight journalism, award-winning e-design and development, effective search engine marketing and trusted management on many types of web site, foremost among them travel and fashion. I am technically proficient, **statistically-minded**, strategically insightful, focused on **Return on Investment** and always dependable. I am fluent, lucid, dependable, persuasive, logical and a team player, although ready, able and willing to take the lead as appropriate. I am **skilled** in building and maintaining networks of people and organisations, comfortable with explaining concepts and results to audiences of any level of ability and happy to stand at the bleeding edge of new technologies, practices and strategies.

## EMPLOYMENT HISTORY

Currently **Head of Digital**, *Visibility IQ*

*Responsibilities include:* Day-to-day management of all members of the agency's staff, across all channels: SEO, Content, Display and Biddable Media. Strategic planning, client pitching and troubleshooting. Consultancy and project management.

*My role includes:* recruiting and managing digital staff, developing strategy and tactics, link-building and outreach. *Actions include:* developing Organic Search strategies, managing biddable media accounts and integrating Social Media outreach

into a wider ethical search strategy. Waging war against misinformation, shady techniques, toxic links and lazy practice.

*Other duties include:* reporting to company owners and other stakeholders, working day-to-day with clients to improve their websites, and assisting partners in entrepreneurial ventures. *Reporting to:* Company CEO

*Notes:* Speaker at Organic Search Marketing events including London SES, Dublin 3EX Digital. SearchMetrics Qualified Professional (Green Belt) 2015/16

### **HEAD OF SEARCH, AlexandAlexa.com, Aug. 2013-Jan. 2015**

*Responsibilities included:* Strategic and tactical command of all search marketing activities for the “World's Best Online Department Store For Kids”. AlexandAlexa is an established eCommerce leader in children's fashion, toys, home and parenting, backed by major global venture capital companies.

*My role included:* recruiting and managing agency support, developing content strategy and diversification, link-building and outreach. As part of better SEO for the website, I have been instrumental in recruiting and building a five-strong team of multi-disciplinary content and social media producers. Under my direction, their actions include daily blogging and regular posting on all major social media networks (Facebook, Pinterest, Twitter, Instagram and Google+), and enticing video and audio, as well as creating in-depth bedrock content for the company's websites for the UK, US, Europe, Middle East and APAC. *Other duties include:* reporting to company stakeholders and supporting the reporting functions of my line managers, working day-to-day with the company operations team to develop technical search improvements and best practice, and assisting other parts of the business with tone of voice and reputation management advice. *Tools Used:* Excel & Word, Google Analytics, Google AdWords, Search Metrics Suite, Falcon Social, PHP, MySQL, WordPress, Dreamweaver, Photoshop and other packages. *Reporting to:* VP Digital.

### **HEAD OF SEO, Verve Search Ltd, Jan.-July 2013.**

*Responsibilities included:* Tasked with developing winning SEO **strategies** for the agency's clients, drafting proposals for new business, liaison with new and existing customers and day-to-day **supervision** of staff and administration. Clients include *Expedia.com*, BrightSolid (*FindMyPast.co.uk*, *GenesReunited.co.uk*, etc.), *Miinto.dk*, *CouplesResorts.co.uk*, *Riverford.co.uk* and *HotelClub.com*. Consultation on all aspects of technical SEO and Content Outreach, based on my experience as a top flight **Natural Search** practitioner and many years' work as a print and production journalist. Speaker at SEO Conferences, including SES London 2013, and contributor to Tech Start-up meetings, training and support documentation. Still actively participating in **hands-on** analytics, statistics and website analysis. Advisor on aspects of usability and accessibility, and conversion optimisation. **Blogger** on all aspects of SEO and Content. **Excel** evangelist. Creator of tools. Working Knowledge of: Google Suite, LinkDex, Deep Crawl, Majestic SEO, Open Site Explorer, Web CEO, WordTracker and MS Office. *Responsible to:* Company CEO/Owner (SEO Chicks Founder Lisa Myers).

### **GLOBAL DIRECTOR SEO, Hilton Worldwide, July 2011-Jan. 2013**

*Responsibilities included:* Implementing and managing **ethical** SEO practice across all Hilton Brand websites in Americas, EMEA and APAC. Managing Hilton teams in all three regions. Developing natural search **strategies** to meet the need of the customer for the best in travel and accommodation. **Reporting** to senior management about the progress of Hilton SEO, changes to the search landscape affecting the brand, and championing good search practise within the company and its suppliers. Managing and developing Hilton Worldwide's relationships with organic search partners around the world including major agencies and search engines. Educating key **internal stakeholders** at all levels of the business in the efficacy of Natural Search and promoting its use as a major **channel** at property and brand level. Working Knowledge of: Google Tools, Google Webmaster, etc., WebTrends, Web

CEO, Advanced Web Ranking, WordTracker and MS Office Professional. Responsible to: Vice President, Demand Generation, Hilton Worldwide

### **SEO CONSULTANT, Hilton Worldwide, July 2010-June 2011**

*Responsibilities include:* Researching, devising, managing and implementing SEO strategy for all Hilton Hotels outside of the Americas. Project **leadership** and agency management to implement changes in SEO practice ahead of major **overhaul** of Hilton websites.

Consultation on **best practice** and innovation for new Hilton websites. Link-building. Statistical analysis of SERPs, ROI and customer outreach, using **WebTrends** and other programs. **Social media** campaign management, online PR, landing page strategy and implementation. **Technical** SEO documentation and training. **Stakeholder** education and management. Working Knowledge of: Google Tools, Google Webmaster, etc., WebTrends, Web CEO, Advanced Web Ranking, WordTracker and MS Office Professional. *Responsible to:* Director, Demand Generation, Hilton Worldwide.

### **HEAD OF SEARCH, dealgroupmedia (dgm) UK Ltd, Oct. 2009-July 2010**

*Responsibilities included:* Managing, analysing, benchmarking and improving SEO and other search strategies (paid and organic) for a range of Blue Chip and SME clients including **Hilton Worldwide** as head of a growing department at the UK's premier affiliate and search marketing company. Creating and **managing** content-based back-linking and search engine optimisation strategies. Developing transparent **Return on Investment** calculations based on published analytics and proven conversion rates. Pinpointing areas of keyword strategy to be developed on the back of existing **PPC** spend. Developing and producing **directory** and paid-link campaigns for agency clients. Managing and optimising statistical analysis, the production of client websites and co-ordinating training and staff **development** to client needs and specifications. **Management** of a highly talented and effective team of search experts to improve their efficiency in **delivering** winning SEO campaigns. Working with the dgm sales team to put potential clients in a **purchasing** frame of mind and win new business, including on-site sales presentations and consultancy. Extending the search franchise with **usability** and enhanced **conversion** advice and consultancy. Establishing and building a **backlinking** team working on a diverse portfolio of inbound links aimed at client sites to improve SERPs. *Working Knowledge of:* Google Tools, Google Webmaster, etc., WebCEO, Advanced Web Ranking, PHP, MySQL, WordPress, WordTracker, Dreamweaver, Photoshop and MS Office Professional 2003/2007 (including MS Project). *Responsible to:* company CEO.

## **SENIOR SEO SPECIALIST, Absorb Digital, Feb. 2009 to Oct. 2009**

*Responsibilities included:* analysing, benchmarking and **improving** SEO for a range of large and small clients. Creating and managing content-based back-linking and search engine optimisation strategies. **Developed and managed** successful article marketing campaign for clients including lastminute.com using content suppliers and third-party sites to improve backlinks. Pinpointed areas of **keyword strategy** to be developed on the back of clients' existing PPC spend. Developed and produced directory and paid-link campaigns for agency clients. Created **comprehensive** sitemaps for websites large and small. **Managed and optimised** statistical analysis of linking campaigns. **Managed development** of client websites along SEO-friendly principles and design. Determined site performance using Google tools and other leading analysis packages, including Omniture. **Press and PR** for client companies as part of reputation management and backlink generation. Relaunched, developed and maintained absorb website, built to W3C compliance and accessibility standards, including blogging and **Twitter** streams. *Working Knowledge of:* Google Tools, Google Webmaster, etc., Web CEO, Advanced Web Ranking, PHP, MySQL, WordPress, WordTracker, Windows Vista, Dreamweaver, Photoshop and MS Office Professional 2003/2007 (including MS Project). *Responsible to:* company CEO.

## **SEO MANAGER, Smart TV Broadcasting, June 2008 to Feb. 2009**

*Responsibilities included:* **developing** a multi-disciplinary SEO strategy for Smart TV's web site properties, including SmartLiveCasino.com; **Developing original** and creative strategies based on statistical results and calculated returns; **Creating and managing** zero-percent affiliate websites as part of a back-linking strategy; **Devising and maintaining** a social media marketing campaign using *Facebook, MySpace, YouTube* and *Twitter*; **Directing** a sustainable PPC marketing campaign through available outlets including Google AdWords and Yahoo! search advertising; **Analysing website performance** using market-leading platforms including (but not limited to) Google Analytics, Google Webmaster and Google Trends and deciding how best to maximise information from all available sources; **Writing** web-based tools as required for the production and maintenance of effective web sites; **Devising and assessing** analytical campaigns to highlight inherent design weaknesses/strengths using **A-B Split Testing** (also known as *multivariate* testing) including use of Google's beta *Website Optimizer* service; **Advising** in-house development team on best practice guidelines for design, analysis and monitoring; **Press and PR** for Smart TV Broadcasting and its associated companies as part of a wider programme of reputation management; **Creating and directing** a redesign of the company's website properties to incorporate the latest innovations in

accessible and usable W3C standards-compliant XHTML, including direct coding of PHP and MySQL applications such as *WordPress* and *Drupal* with an eye to maximising clicks and page views; **Negotiating** contracts for development and implementation of an Enterprise-Level Content Management System and the supply of regular SEO-friendly content; **Advising** on aspects of new site launches for Smart TV Broadcasting in other gaming-related content streams as well as other company properties. *Excellent Working Knowledge of:* PHP, MySQL, WordPress, WordTracker, Google Analytics Suite, Windows Vista, Dreamweaver, Photoshop and MS Office Professional. *Accountable to:* Smart TV Broadcasting Ltd CEO.

### **EXECUTIVE TECHNICAL PRODUCER, *Time Out London (contract), Nov. 2007 to May 2008***

*Responsibilities included:* **Managing** teams of developers across *Time Out's* UK media outlets — *Time Out* magazine, *Time Out* travel guides and *TimeOut.com*. **Liaising** between *Time Out* staff and third-party contractors; implementing a dynamic new strategy for managing data assets; consulting on SEO, accessibility and usability standards and interface architecture for *Time Out's* websites; **working** with international partners on technical aspects of syndication and co-operation. Project management for *Time Out's* online and offline media streams. **Training** *Time Out's* staff in new software and production processes and writing user manuals for developed programs; **Defining**, developing, documenting and implementing a Content Management Strategy for the company — at home *and* abroad. *Thorough Working Knowledge of:* PHP, MySQL, 4D, Xyleme, MS Project, WordPress, WordTracker, Google Tools, Windows Vista, Mac OSX, Dreamweaver CS3, Photoshop and MS Office Professional. *Accountable to:* *Time Out Online* Managing Director.

### **SEO CONSULTANT, *Barablu.com (contract), Oct-Nov 2007***

*Responsibilities included:* **Turning flat-lining website** into an SEO success by organic techniques, leading to an 1,800% rise in page views *in just four weeks*; **Planned** the information architecture and advised on the design of an interim rebuild for the existing unoptimised website and a completely redesigned, accessible, usable and highly-optimised tool to maximise conversion rates; Ran a comprehensive programme of A-B Split testing on key pages including sign-up, download and air-time; **Planned** a comprehensive, ethical backlinks campaign with proven results after less than a month: **Launched** comprehensive review of site features including functionality, blogging and forums; **Daily blogging** on Barablu.com: Worked to get Barablu.com included on a wide range of directories and

indexes; **Played a leading role** in the adoption and implementation of a new MOSS 2007 Content Management System. *Accountable to:* Barablu CEO.

**GLOBAL CONTENT EDITOR, Regus Online, Feb. 2007 to Oct. 2007**

*Responsibilities included:* Day-to-day **management** of content throughout Regus' 70 global web sites; developed fully-costed **content strategy** to turn Regus' international web sites into a full portal for businesspeople on the lookout for information, products and much more; **Negotiated** exclusive relationships with *Press Association* and *Financial Times* for relevant content streams; researched and purchased new stats and metrics packages; identified partners for SEO and Cross-Cultural Awareness; ran a six-week project to select a new **Content Management System** for internet, intranet and extranet; worked on **PPC campaigns** with outside contractors with an eye to exploiting the "Long Tail"; **Revised** existing content; improved keyword densities and implemented readability and accessibility standards; championed direct marketing strategy; developed CSS2 and XHTML/DHTML and associated SQL databases to W3C standards; **Advised** senior management on internet, new media, SEO and content. *Accountable to:* Regus Chief Marketing Officer.

## **EUROPEAN WEB PRODUCER, *TIME.com*, London, July 2001 to Jan. 2007**

*Responsibilities included:* **Day-to-day production** of *TIME* magazine's web site for Europe, Africa and the Middle East, maintaining exacting standards of accuracy, usefulness, relevance and readability; **Developing** a content-delivery strategy for *TIME* Europe, based on statistical measurement of online properties (including the implementation, management and maintenance of Omniture and NetGenesis analytics packages. **Monitoring** news sources for developing stories and events of relevance to *TIME.com*; **Overseeing** and managing special web sites and new media projects for *TIME.com*'s editorial and commercial arms; co-ordination and co-operation with *TIME*'s worldwide new media business; **General maintenance** and development of standards-compliant Vignette, PHP5, CSS2 and XHTML/DHTML and associated MySQL databases; **Planning, structuring and managing** regional and international web campaigns for *TIME* magazine and its advertisers. *Advanced working knowledge of:* Omniture Site Catalyst, Vignette, Quark Xpress, Quark Dispatch and other web-specific software; *Achievements:* Launched accessibility and usability standards across *TIME.com*; created and managed International redesign; created and managed World Cup 2006 site, exceeding sales targets by almost 200%. *Accountable to:* Editor, *TIME* Europe, and Manager, *TIME* Online.

## **WEB PRODUCER, *E-Motion Ltd*, Fulham, London, Oct. 2000 to July 2001**

*Responsibilities included:* Client-facing project planning and management, client and partner liaison, site documentation and testing, JavaScript and XHTML/CSS design, copywriting, company handbook and intranet planning, workflow and handover protocols. *Project involvement included:* **RNLI** [www.rnli.org.uk](http://www.rnli.org.uk) (charity promotion and e-commerce site): Project and modifications management, news presentation design, initial site testing; **Croner Intranet** [www.croner.co.uk](http://www.croner.co.uk) (corporate intranet project): Project and modifications management, client training and liaison, support assistance; **Nokia Orange/BTCellnet** (Web and WAP-based promotional Extranets): Requirements capture, project planning and management, facilitation, initial site testing, client training and liaison; **The Commonwealth Small States Trade Forums** [www.commonwealth.org](http://www.commonwealth.org) (private discussion forums for Trade Ministers from Commonwealth states): Design, programming, management and training. *Accountable to:* E-Motion Directors.



**WEB EDITOR, *Sunday Sun, Newcastle, March 1999 to Oct. 2000***

Founding editor of *Sunday Sun* web site (BT North East Press Awards Web site of the Year 1999), **promotion**, presentation and budget planning; content supervision; seconded (part-time) to New Media Department, during launch of Trinity-Mirror Group's *icNewcastle* portal project; integrated email and internet use into editorial process. Reported on technology news. *Accountable to:* Editor, *Sunday Sun*

**PRODUCTION EDITOR, *Sunday Sun, Newcastle, Sep. 1997 to March 1999***

*Responsibilities included:* Planning and day-to-day production issues. Interdepartmental liaison with Print and Advertising departments; technical requirements and research; new technology and systems implementation; covering for Chief Sub; leading member of redesign group; member of technology panel; NC&J Ltd new media working party; intranet study, e-mail development and data strategy. *Accountable to:* Editor, *Sunday Sun*, and his deputies.

**ACTING CHIEF SUB-EDITOR, *Sunday Sun, Newcastle, April 1996 to Sep. 1997***

*Responsibilities included:* Planning, subbing and revising pages, newspaper development and production issues; staffing and local personnel affairs (including recruitment), rotas and holiday arrangements, and shift payments; member of technology panel. *Accountable to:* Editor, *Sunday Sun*, and his deputies.

**PRODUCTION EDITOR, *Western Morning News, Plymouth, July 1992 to April 1996***

*Responsibilities included:* Overseeing introduction of full-page makeup; development of colour palette; planned, designed and implemented 'Tabloid' redesign; restructured WMN graphics department; introduced Health and Safety DSE procedures; cover for Chief Sub, Night Editor; implemented launch of Somerset Edition; feature writing. *Courses completed include:* Newspaper Colour; Advanced PhotoShop; Illustrator; Press technology; Quark Xpress; Time Management. *Accountable to:* Editor, WMN, and his deputies.

**Deputy Chief Sub-Editor/Production Editor, *The Western Morning News April 1996 to Mar. 1999***

Beginning as the person responsible for the papers local content production and moving to a role introducing new technology to the production process

**SENIOR SUB EDITOR, *Cambridge Evening News***  
*Sept. 1986 to Dec. 1988*

Active member of the sub's desk team, ensuring good content and maintaining accuracy and attention to detail.

**FREELANCE SUB-EDITOR, *Sun, Daily Telegraph, Financial Times, etc.***  
*1986-1996*

**SNR REPORTER/LOCAL BUSINESS CORRESPONDENT, *Borehamwood Post, Borehamwood, Herts.***  
*Dec. 1984 to Dec. 1986*

Acted as court reporter, political correspondent and sports editor (not at the same time) ...

## OTHER WORK

**Scene On The Net, *web development partnership, since 2002***

*Scene on the Net* produces quality small web sites and SEM consultancy for small enterprises on an ad-hoc basis, including:

- **byMaggieJones.com:** developed WordPress web site for award-winning U.S. journalist, New York Times Magazine Contributor and visiting lecturer
- **vinylonthe.net:** developed MySQL database-driven sales web site and conducted full SEO review, including the implementation of Mod-Rewrite for better search engine placement
- **kitkrazy.com:** database-driven online sales site for hobbyist shop and pay-per-click campaign to increase sales at low cost
- **punkrockposters.net:** database-driven site for memorabilia sales outlet
- **JamesGeary.com:** Multimedia site and blog for best-selling author
- **Casino-Update.co.uk:** WordPress-based news blog in support of client SEO campaign
- **2370squadron.org.uk:** Busy, multi-layered, Drupal-based community website for ATC squadron based in Denham, Bucks

## SKILLS

HTML5, PHP & MySQL, CSS3.0, W3C compliance, Accessibility standards, usability, WordPress, SearchMetrics, WebTrends, Drupal, Adobe Dreamweaver, Adobe Photoshop, Microsoft Office. Working knowledge of ASP.net, Windows XP, Win7, Win 8, Mac OS, WiFi Networks.

## RECENT COURSES TAKEN

**SearchMetrics** Green Belt Certification

**ESP Meditation** Lene Erikson, personal development counsellor

**Usability Methods** Tim Fidgeon, WebCredible

**Accessibility & Standards Compliance** Dr David Kreps, University of Salford

**Copywriting for the Web** e-Consultancy Training

**Search Engine Optimisation & Web Analytics** e-Consultancy

## COMMUNITY INVOLVEMENT

Committed to community service: Extensive volunteer history includes involvement in youth training organisations, schools and other charities