



— PROFILE —

With a unique career in digital marketing and journalism – including leadership roles – I love working in fast-paced and competitive situations. Experience gained working alongside Europe’s best search agencies and roles with brands such as Hilton Worldwide, TIME magazine and Searchmetrics GmbH helps me adapt quickly, operate effectively, communicate clearly, and function efficiently as part of a team or on my own.



— CONTACT —

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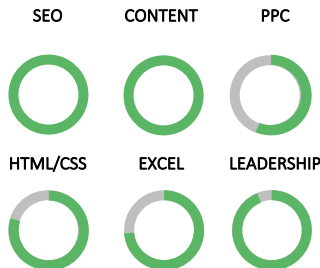
Website

@BiginSEO

Twitter



— SKILLS —



— EMPLOYMENT HISTORY —

THE MEDIA IMAGE | HEAD OF SEO

JAN. 2018 - PRESENT

Managing the Organic Search team at TMI, working with a range of clients including Clarins, Rank Interactive, Air Charter Service, Rank, MGM/Roar and many others. Daily responsibility for the organisation of a large interdisciplinary team based in three offices (London, Cape Town and Riga), content marketing, reputation management, recruitment, training, leadership, strategy, pitch and project management. Prime responsibility for client development and stakeholder relationships.

Key Skills: Tech SEO | SEO Consultancy | SEO Assessments | Resource Management | Leadership | Strategic Planning | Commercials

VARIOUS | POLYMATH CONTRACTOR

SEP. 2017 – JAN. 2018

Contracts included: Polaris Agency, Overground Records, First Online Solutions, Cloud 9 Vets, To’ox Diving, Vinyl on the Net, Venice Punk Museum, The Gift Mill, Bagsofideas.co.uk

Key Skills: Tech SEO | SEO Consultancy | SEO Assessments | Management Consultancy | WordPress Installation & Config | PHP & MySQL | Responsive CSS | Domain Management | Site & Database Migration | Content Creation & Curation | Forensic Site Rescue

SEARCHMETRICS | SNR CSM & KNOWLEDGE TRANSFER

OCT 2015 – OCT. 2017

Working with the biggest and most successful search agencies and brands in the UK, Scandinavia and Turkey, I was responsible for training and supporting clients in their use of the company’s software and developing innovative strategies to assist their own customers, including the production of public Webinars and Slide Presentations. I also taught other client success managers – in the UK and Germany – about essential aspects of SEO and sympathetic client management.

Key Skills: Training | Project & Resource Management | Webinars & Presentation | UX | Document Writing & Translation | Knowledge Transfer | Basic German

VISIBILITY IQ | HEAD OF DIGITAL

JAN. 2015 - NOV. 2015

Day-to-day management of this boutique agency, including developing and leading client pitches, staff recruitment and strategic planning across all channels: SEO, Content, Display and Biddable Media. I moved the agency from an antiquated strategy based on grey-hat link-building networks and paid-for “connections” to ethical, content-based, holistic techniques.

Key Skills: Client Management | Business Resourcing | Team Leadership

ALEXANDALEXA.COM | HEAD OF SEARCH

AUG. 2013 - JAN. 2015

Headed-up a team of digital marketing professionals to make A&A the leading web retailer of children’s fashion. The combination of PPC, SEO and Social Media, earned the company increased conversions and industry accolades. I also spent six months implementing a content strategy which combined WordPress and Magento systems to deliver rich content and a wealth of resource for customers.

Key Skills: Reporting to stakeholders | Business Resourcing | Team Leadership



— PROFICIENCIES —

AHREFs, BrightEdge, Magento, Majestic, MS Office, PHP/ HTML5 & CSS3, Screaming Frog, Searchmetrics Suite, SEM Rush, Photoshop & Dreamweaver, Web CEO, WordPress, WooCommerce

VERVE SEARCH LTD | HEAD OF SEO

Jan. - Jul. 2013.

Reporting to the company founder, I was tasked with the running of the agency to allow her to concentrate on business outreach. Instigated team building initiatives to strengthen internal relationships and advocated a strategy based on *client* content rather than pure blogger outreach. Won several travel clients and UK online retailers, including management of the migration of a major specialist UK brand. Speaker at events such as SES London and Brighton SEO.

Key Skills: Leadership | Strategic Planning | Commercials | Site migration

HILTON WORLDWIDE | GLOBAL DIRECTOR SEO

JUN. 2010 - JAN. 2013

For almost 4 years (some under the umbrella of dgm UK: see below) I ran SEO for Hilton in the UK, Europe and latterly worldwide. As Global Director, I oversaw the migration of all nine Hilton brand websites, strengthened a content-based strategy for individual hotels in the EMEA region and toured the world speaking to major company stakeholders to evangelise organic search and develop local initiatives. I also ran a team of SEO professionals based in three regions: EMEA, APAC & Americas.

Key Skills: Negotiation | Tech SEO | Project Management | Multi-Team Liaison | Strategy Development and Implementation

DEALGROUPMEDIA (DGM) UK LTD | HEAD OF SEARCH

OCT. 2009 - JUL. 2010

As part of an affiliate marketing company, my primary role was to assist companies promote their businesses via organic search but over just a few months I took this further, building a team of six to offer SEO and SEM services to non-affiliates, mainly in the SME and B2B sectors. I was also instrumental in moving a small pilot project with Hilton EMEA to become a major account.

Key Skills: Team Development | On- & Off-page SEO | Link Building | Client management

ABSORB DIGITAL | SENIOR SEO SPECIALIST

FEB. 2009 - OCT. 2009

I worked with big clients such as LastMinute.com and SKY to build worthwhile link portfolios, using a successful and cost-effective article marketing campaign and online PR. Used PPC data to pinpoint converting keywords. Developed websites using SEO-friendly code.

Key Skills: Link building | Article Marketing | WordPress | Analytics

SMART TV BROADCASTING | SEO MANAGER

JUN. 2008 TO FEB. 2009

Raised the profile of this online casino from a standing start with a combination of zero-percent affiliate blog marketing and other link-building strategies.

Key Skills: Blog Creation | WordPress | Analytics | A-B testing | Technical SEO

TIME OUT | EXEC TECH PRODUCER (CONTRACT)

NOV. 2007 - MAY 2008

Project managed the migration of Time Out's archive to a free-to-access website and worked with international partners on technical aspects of syndication.

Key Skills: PHP | Databases including Xyeme and MySQL

BARABLU.COM | SEO CONSULTANT (CONTRACT)

OCT. - NOV. 2007

Introduced best practice SEO to this IP telecoms website, leading to an 1,800% rise in page views *in just four weeks*.

Key Skills: PHP | Blogging | MOSS 2007 (SharePoint) Implementation

REGUS ONLINE | GLOBAL CONTENT EDITOR FEB. - OCT. 2007

Planned a comprehensive content-based strategy for Regus websites around the world aiming to become a major business portal, including the negotiation of a deal to use exclusive syndicated content from the FT.

Key Skills: Content Strategy | CMS selection | Training | PPC keyword consultation

TIME.com | EUROPEAN WEB PRODUCER JUL. 2001 - JAN. 2007

Ran TIME magazine's European (EMEA) website, starting as a one-day-a-week publication to a round-the-clock 24/7 service in liaison with the APAC and Americas teams. The role began as an editorial post and ended up as a marketing focused one. This is where I became an SEO expert.

Key Skills: Omniture | Vignette | Quark Xpress | Accessible Mark-Up | MySQL

E-MOTION LTD | WEB PRODUCER OCT. 2000 - JUL. 2001

Acted as liaison and "translator" between geek developers and our clients who included Paramount Studios, The Commonwealth, and several mobile phone companies. Project management, User-Experience Testing and Requirements Capture were everyday functions.

Key Skills: Negotiation | Writing User Documentation | Project Management

SUNDAY SUN | WEB EDITOR MAR. 1999 - OCT. 2000

Founding editor of *Sunday Sun* web site (BT North East Press Awards Web site of the Year 1999). Integrated email and internet into the company editorial process. Reported on technology news.

Key Skills: Strategic Planning | Product Launch | Project Management

SUNDAY SUN | PRODUCTION EDITOR SEP. 1997 - MAR. 1999

Ensured that the paper got out on time and in good order. Acted as go-between to Print and Advertising departments, and lead the introduction of new technology.

Key Skills: Product Management | Team Leadership | Negotiation

SUNDAY SUN | ACTING CHIEF SUB-EDITOR SEP. 1997 - MAR. 1999

Planning, subbing and revising pages, newspaper development and production issues; staffing and personnel affairs (including recruitment), rotas and holiday arrangements, and shift payments.

Key Skills: Team Leadership | Copy Planning and Production | Sub-editing

WESTERN MORNING NEWS | PRODUCTION EDITOR JUL. 1992 - APR. 1996

As well as the usual duties of a regional newspaper Prod. Ed, I was also responsible for the design and implementation of a Tabloid format as well as developing several new focussed regional editions.

Key Skills: Newspaper Colour | Photoshop | Illustrator | Quark Xpress

WMN | DEPUTY CHIEF SUB APR. 1996 TO MAR. 1999

CAMBRIDGE EVENING NEWS | SENIOR SUB EDITOR SEPT. 1986 TO DEC. 1988

SUN, DAILY TELEGRAPH, FT, ETC. | FREELANCE SUB-EDITOR 1986 - 1996

BOREHAMWOOD POST | SENIOR REPORTER 1984 - 1986

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

- **byMaggieJones.com:** developed WordPress site for award-winning U.S. journalist, New York Times Magazine Contributor and visiting lecturer
- **punkrockposters.net:** database-driven site for memorabilia sales outlet
- **Casino-Update.co.uk:** WordPress-based news blog in support of client SEO campaign
- **WipeoutMusic.com:** Busy, multi-layered, news and information site for an independent music publisher