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Stephen Howard | Ecommerce | Digital Marketing

Location: **Flintshire**
 Telephone: **xxxxxxx**
 Email: **xxxxxxx**

Professional profile

"Accomplished Ecommerce & Digital Marketing specialist with a proven track record in delivering consistent profit growth for business websites through high quality traffic and sales conversion"

With a focus on maximising client profitability through broad ranging digital marketing strategies and on site optimisation, I have proven expertise in boosting ecommerce sales through a broad range of on-page and off-page methods. With extensive digital industry knowledge I am able to engage diverse teams of specialists to deliver projects from across the ecommerce spectrum from running SEO and content campaigns, through to PPC management and conversion optimisation.

Core skills

- Content Marketing
- SEO Optimisation
- PPC Campaign Management
- Conversion Rate Optimisation
- Web Development
- Social Media Marketing
- Metrics & Analytics
- SEMrush, Crazy Egg, Moz OSE

Career summary

Apr 2011 – Date Consultancy Digital Marketing
 Director | Online Marketing Consultant

Outline
 Founder & Director of leading digital agency providing a range of services to improve website traffic and sales conversions for small to medium sized businesses

Key Responsibilities

- Liaising with business owners to gain an in-depth understanding of their work and needs
- Project managing the delivery of all client work from scope through to on-time delivery
- Developing and managing online marketing campaigns to drive relevant traffic to client sites
- Maximising customer click through rates by creating engaging and entertaining web content
- Extending market reach through development of integrated social media marketing campaigns
- Ensuring that all content integrates with current SEO best practice as well as human readability
- Keeping content current & useful to readers through full CMS management & social media updates
- Overseeing the management of Google AdWords campaigns to deliver maximum client ROI
- Utilising Google webmaster tools and Google analytics to continually monitor campaign performance
- Identifying and implementing site enhancements and improvements in usability and design
- Analysing conversion rates and compiling reports to establish most popular pages and products
- Continual SEO development including key word research, site optimisation and outreach campaigns
- Improving user experience in line with analysis findings to further improve conversion rates

Key Projects

- **DiamondJewellery:** Provision of full SEO audit and checklist of key recommendations in line with ecommerce platform move which generated an increase in organic traffic of 18.32%
- **FootballSite:** Generated significant increases in ROI through a full Google AdWords PPC campaign, which equated to 23.45% of all sales for the company
- **MarketingFirm:** Developed AdWords and SEO campaign which saw an increase of 215% in organic traffic and a 1136% ROI from Google Adwords
- **FoodCompany:** Full online marketing and SEO strategy development from company start-up which has seen them grow to a £1m turnover within 2 years

Curriculum Vitae

GANESH MAROTRAO GAIKWAD.
 Contact No. : +91-9571451411
 E-mail: ganeshgaikwad12@gmail.com

Application for the Post of _____

CAREER OBJECTIVE

To obtain professional and technical excellence through sincerity and hard work in professional and caring organization that provides a promising career progression.

EDUCATIONAL QUALIFICATION

Name Of Course	Board / University	Institution	Year of passing	Percentage
MBA (Finance)	N. M. U. Jalgaon.	Department of Management Studies, N. M. U., Jalgaon.	Dec. 2011	52.10
B.Com	Nagpur University	S.B. City College, Nagpur. Dist-Nagpur.	May-2008	48.05
H.S.C.	Nagpur Board	S.B. City College, Nagpur. Dist-Nagpur.	Feb-2005	62.00
S.S.C.	Nagpur Board	Prashant High School, Nagpur Dist-Nagpur	March-2003	45.33

SEMINAR/CONFERENCE

- Paper Participation in the International conference on "Global Food Security" at North Maharashtra University, Jalgaon on Jan 2010.
- Participated in One Day Workshop on " Soft Skill Pragmatic Approach" at Department of Management Studies, North Maharashtra University, Jalgaon on Aug. 2010
- Active Participation in University level Essay & Debate Competition on September 2010.
- Active Participation at IMR College Jalgaon "Manager's Day 2011" A University level Management Event on Jan.2011.
- Paper Participation in the National Conference on "Nurturing Service Industry For Economic Development" at North Maharashtra University, Jalgaon on Feb. 2011

MBA SUMMER INTERNSHIP

Company Name: Satvik Financial Private Ltd, Nagpur
 Two months project on topic of "Technical Analysis on Banking Sector" By using Trend lines, Channels, Double Top & Bottom and Triangle in NSE Market.

JOHN DOE DIGITAL MARKETING SPECIALIST

Leverages digital advertising and collaborative expertise to cultivate and execute successful online and mobile campaigns

BUSINESS DEVELOPMENT | MEDIA BUYING | SALES | AUDIENCE TARGETING

- ◆ 14+ years contributing to the sales, creative, and business development sectors of digital advertising
- ◆ Generating profit through highly reactive paid advertising campaigns
- ◆ Garnering the financial and mental support of key stakeholders and C-level executives
- ◆ Applying in-depth industry understanding of both demand and supply

EXPERTISE

- Account Management
- Online and Mobile Ad Sales and Strategy
- Team Culture and Project Management
- Campaign Development
- Real Time Media Buying (RTB)
- Profit Generation

PROFESSIONAL EXPERIENCE

Founder of XYZ, Inc. **2010 - Present**

- Conducting cost-per-install driven initiatives for Mobile App performance-focused marketing with an in-depth, expert-level knowledge of demand-side technologies, self-server advertising platforms, and mobile tracking platforms.
- Manage paid advertising to generate more than 6 figures monthly, **optimizing 200%+ margin on spend**
- Deliver expert-level mobile performance tracking and optimization knowledge-base

CEO of Ad Agency, Inc. **2001 - 2010**

- Founder/CEO of performance-based ad network, **generating millions in revenue every year** at profitable margin.
- Motivated and oversaw the sales, publishing, and tech teams to produce successful online and mobile advertising strategies for performance and brand advertisers
- Cultivated a creative teamwork environment and productive customer relations

Vice President of Sales of Dot Com, Inc. **2000 - 2001**

- Trusted to manage branded ad sales, custom site integrations, and sponsorships for well-funded dot com company.
- Supported and managed the accounts of agencies and media companies like **Sony and Lions Gate**
- Assisted clients in the development of marketing campaigns and programs to achieve company goals
- Directed the creative team in the development and execution of national campaigns
- Enhanced and protected the image and reputations of clients through the design of strategic product marketing, multimedia, and technical content to promote brand products and services

Account Executive of Media Co. **1999 - 2000**

- Promoted profitable growth of the sales department, expanding from 1 to 7 employees within months
- Fostered sales and publisher relationships and conducted productive negotiations

EDUCATION

Bachelor of Science XYZ State University **1994**

TECHNICAL SKILLS

Web/Mobile Tracking	Ad Platforms	Demand Side Platforms
Mobile App Tracking by Tune	Facebook	SiteScout
HasOffers	Google/Admob	Go2Mobi
Linktrust	Buzzcity	Dechive
Cake	Byrd	Pocketmath
Voluum	Inmobi	Airpush
Webtrac	Leadbolt	Lean
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