

JULIA GRIMES

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PERSONAL STATEMENT

I am a competent SEO with **6+ years** of industry experience and **proven results**. During my time at two busy marketing agencies I have honed my skills in on-page and off-page SEO, producing excellent results for start-up, small and mid-sized businesses. I am confident with reporting both remotely and via face-to-face client meetings. I am looking for a full-time position in a full-service agency.

SKILLS

Content planning and writing **Link building and outreach** **Social media**

Setting up, managing and reporting on PPC campaigns **Competitor research** **Keyword**

research **Making adjustments for site speed** **Intermediate HTML/CSS**

Producing website audits **Setting up Wordpress**

WORK HISTORY

SEO Consultant / Amazing SEO Agency

APRIL 2016 - DATE

My current role includes compiling technical audits for client websites, prioritising findings and working with in-house developers to get actions implemented, monitoring the health of client websites, reporting on SEO performance, keyword research and gap analysis, uploading and optimising content, auditing clients' backlink profiles and updating disavow files where agreed.

Key achievement:

- ✓ Creation of piece of content for Client F achieved **2,576** social shares and **17,499** visits in **2 weeks**. Currently the client has attained **246 links** for this piece, many of which are high authority.

SEO Assistant / Super SEO Agency

JANUARY 2013 - MARCH 2016

In this busy role I implemented SEO strategies for small clients, optimising pages to increase their organic traffic and conversions. I researched and created effective metadata for client products to maximise search performance. I also worked with the web and marketing team to create and update SEO-friendly content, and implement marketing strategies.

Key achievement:

- ✓ Optimising Client G's website resulted in an increase in traffic of **34%** over 1 month.

EDUCATION

CIM MARKETING LEADERSHIP PROGRAMME / **Level 7 (Advanced)**

APRIL 2017 – APRIL 2019

This **master's level** programme taught me to turn business challenges and disruption into opportunities through an understanding of key influences in an organisation's overall strategy, and to contribute to board decisions and become a leader of change.

CIM DIGITAL DIPLOMA IN PROFESSIONAL MARKETING / **Level 6**

APRIL 2015 – APRIL 2017

This programme (equivalent to an undergraduate degree) provided me with the competence needed to implement the latest digital strategies, to master digital channels and deliver the ultimate digital customer experience.

CIM CERTIFICATE IN PROFESSIONAL MARKETING / **Level 4**

APRIL 2013 – APRIL 2015

This certificate provided me with a thorough understanding of product and brand management, and what influences customer behaviour, allowing me to devise integrated marketing communication strategies that enrich the customer experience and deliver customer value.

REDHILL ACADEMY / **A-Levels**

SEPTEMBER 2011 – JUNE 2013

English (B), Maths (B), Design and technology (B), Physics (B)

HOBBIES AND INTERESTS

I am a keen reader and when I'm not working, you'll find me somewhere on the side of a hill with my nose in a book. I'm also a keen violinist and meet with the local orchestra three times a week, performing typically 3 or 4 times a year.

I enjoy going to the gym and jogging, taking part in two or three half-marathons a year for various charitable causes.


REFERENCES

JANE CLARKE, SEO DEPARTMENT MANAGER, AMAZING SEO AGENCY

JANE.CLARKE@AMAZINGSEOAGENCY.COM / 01949 123456

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