



# James Smith

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James is a highly competent at planning and executing web, SEO, email and social media advertising campaigns.

NELLY ROBERTS  
BLUE MEDIA SEO

“

James has the innate ability to brainstorm and present incredible new and creative growth strategies.

GEORGE LEE  
HODOWN MEDIA

“

James has real knack for generating truly original ideas and methods which constantly exceed clients' expectations.

SAM JONES  
BIGHAND MEDIA

## Profile

- BA Hons Marketing (1<sup>st</sup> Class Honours)
- Demonstratable track record of success supporting the marketing and commercialisation of multi million pound businesses
- Strong digital and social experience and understanding
- Strong team leader, with natural mentoring capabilities
- Ability to anticipate issues and respond quickly, flexibly and creatively to solve problems and address commercial market challenges

## Work history

April 2015 – date

Influencer Marketing Manager | **BLUE MEDIA SEO**

I am responsible for engaging and promoting the brand at every opportunity, managing and working with influencers' PR agencies and creating engaging articles. My main responsibilities include:

- Managing budgets.
- Tracking KPIs daily/weekly/monthly.
- Maintaining strong relationships with current influencers and recruiting new influencers and brand ambassadors.
- Providing communication across all business matters for creators, brand extensions, industry trends and revenue opportunities.
- Monitor analytics to understand best practices.
- Tailoring contracts to each influencer.

March 2012 – March 2015

Digital Marketing Manager | **HODOWN MEDIA**

My responsibilities included:

- Planning and executing web, SEO, email and social media campaigns.
- Planning and executing offline marketing campaigns.
- Maintaining, improving and growing clients' social media presence.
- Planning and writing content for digital and print media.
- Forecasting, measuring and reporting performance of campaigns.



## ACHIEVEMENTS

I designed an email campaign for Client LD which generated 534 new sign-ups to their online music lesson subscription (approx. 43% of the list).

I created a killer piece of content for Client RD which attracted 40+ high quality links for their website.

Through promoting my weekly blogs for Client RT through a brand new newsletter and social media, I increased the client's website traffic by 45%/month in six months.

My social campaigns for Client UY helped grow their mailing list from 52 subscribers to 5,621 active subscribers over 3 months.

I WOULD BE PLEASED TO SHARE DETAILS OF THE ABOVE PROJECTS DURING AN INTERVIEW (CLIENT PERMISSION OBTAINED).

## Work history (continued)

March 2010 – February 2012

Marketing Executive | **BIG HAND MEDIA**

My role at this busy agency included:

- Creating and optimising all email campaigns via a CRM.
- Managing and developing all social media activities including content creation and analytics.
- Managing both paid and organic search campaigns using advanced SEO techniques and Google AdWords (PPC).
- Creating copy for press releases, blogs, newsletters and website content.
- Running advertising and print campaigns.
- Line management of one direct report.
- Budget management.

January 2008 – February 2010

Marketing Junior (PPC) | **SEO2U**

In this role I worked with a wide portfolio of clients where I set up websites and managed accounts with the goal of increasing visitors, calls and return on investment using paid advertising. I also planned and executed landing pages for dedicated product ranges or services and optimised the user experience.

## Skills

- Experience in setting up and optimizing PPC and Google AdWords campaigns
- Google Adwords Certifications
- Intermediate HTML and CSS
- Excellent written and verbal communication skills as well as strong time management skills
- Good attention to detail with a high level of accuracy.
- Highly creative with experience in identifying target audiences and devising digital campaigns
- Highly capable of brainstorming and presenting new creative growth strategies

## Hobbies and interests

When I'm not at work, I love going to the gym and keeping fit. I enjoy running and I regularly take part in half marathons, sometimes raising money for charity.

I also love rowing and take part in local competitions several times each year.

## References

Nelly Roberts, Manager  
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