

## **WORK EXPERIENCE**

### **SRM Samuel Rex Mason | [Freelance marketing](#)**

October 2022 – Present

Starting a digital solutions freelance agency. Running PPC campaigns, building brands, websites, and analytical reporting.

- Creating a [brand and website](#) for a community interest not-for profit maintenance company.
- SEO Campaigns for small businesses with results such as **+97%** Organic Search New User Sessions in 7 months.
- PPC Search Campaigns for small businesses with results achieving up to **5x** ROAS, **11.51%** Conversion Rate, **£0.88** CPC, **£7.49** Cost/Conv and more.
- University of Lincoln Funding an intern, this involved me interviewing, hiring, and managing the Intern.

### **Marketing Officer | LEAP Housing Charity.**

August 2022 – Present

Sole responsibility for the management and creation of all marketing aspects of the Charity.

- Digital marketing: website design & content (WordPress), SEO, social media management, Google Business profile tracking, Blog, Google Analytics/Console, backlink reporting and generating, and creating customer facing content (Organisations Annual Report, Leaflets, Posters, etc). Read about my digital success at LEAP [here](#).
- Tracking the analytics of the organisation (web and social traffic). Monthly presentation to the CEO and marketing board of analytics. Liaison with board to determine strategic marketing direction.

### **Digital Paid Marketing Assistant | Manning Gottlieb OMD (Omnicom Media Group).** Jun 27<sup>th</sup>, – Jul 29<sup>th</sup>, 2022

Working in the Paid Social and Search teams for LNER/Dacia/Renault:

- Generating analytical reports for campaigns with text-based overviews on multiple platforms such as: Twitter, Pinterest, Meta, Snapchat and TikTok. Building the campaigns, including tracking tags.
- Using Search Ads 360, Google Ads and Microsoft Ads. Compiling Search Query Reports, identifying positive/negative keywords in response to their performance generated through Google's Broad Targeting to optimise the campaign.
- Writing LNER's ad copy for an upcoming industrial action, looking for relevancy in the landing pages source element and implementing this into the copy to ensure high quality score.
- Managing pacing for LNER/Dacia/Renault, analysing media spend levels and calculating daily spend averages then weighting individual campaigns in terms of performance metrics to increase efficiency in budget use.

### **Digital Marketing and Brand Communications Assistant | Renault UK / Dacia UK.** Jun 2021/ Jun 2022

- Creation and management of a campaign for the Duster Commercial. Briefing agencies to create: Audience profiling, google advertising (PPC Search and Display), CRM Emails (Fleet and Regular) and Social Content with assets. Working with internal departments to deal with budget allocation and competitor analysis. Individually optimizing the Landing page for the campaign.

- Customer Journey improvement of the Aftersales section of Dacia.co.uk. Complete sitemap restructuring, improving website navigation and ease of use. Rebranding to the new visual identity.
- Maintenance and management of Sales Power Ads, optimization with copy changes and asset rotations. Analysing performance of CTR, CPA, number of CC to determine budget allocation and gain an understanding of underperforming or improvable Ads. Creation of DCO Ads, their maintenance and management.
- Responsible for ensuring that customer facing channels correctly display the brand identity. Checking and creating: CRM, social and website content and any other customer facing material.
- Understanding legal aspects of advertising: meeting with the legal department to ensure legal compliance of created content.

## **PROFILE**

As a Digital Marketer with a focus on charity and ethics, I have a strong passion for using my skills to make a positive impact. I am currently a freelancer and the Marketing Officer for a homeless charity, and I am also in my fourth year studying Business Management and Marketing. I have a diverse range of experience in Brand Communications, Digital Marketing, Data Analysis, and Project Management. Some notable achievements include creating and managing campaigns for Dacia UK, founding an ecommerce store, and working in the charity sector for LEAP Housing and [CMS](#). In addition to my professional experience, I am highly self-motivated and hold Google Skillshop and Garage certifications in various Digital Marketing areas. I am also interested in Website Development with SEO and HTML5, and I plan to pursue a part-time master's in data science after completing my BSc (Hons). Visit my [website](#) to learn more about my skills and experience.

## **EDUCATION**

**University of Lincoln, Lincoln, UK.**

**Sept 2019 - Present**

BA (Hons) Business and Marketing:

Key Modules: *Buyer Behaviour, Social and Sustainability Marketing, Strategic Marketing Planning, Marketing Research Insights, Principles of Marketing and Marketing Communications.*

## **SKILLS**

I have a passion for learning and am constantly looking to challenge myself and develop my skillset in new sectors. In addition to my technical skills, I have excellent customer service skills, the ability to manage deadlines effectively, and strong analytical problem-solving and administration skills. I have received training in bid strategies, ad copywriting, Google Ads, presentation skills, Excel, analytics, and programmatic advertising.

## **REFERENCES (PROVIDED ON REQUEST)**



**Krystle Hall** · 1st

Paid Search Director at MG OMD

September 18, 2022, Krystle managed Sam (Samuel) directly

During his placement at MGOMD Sam demonstrated a high level of PPC and SEO knowledge. He is very hardworking, with a proactive approach. I highly recommend Sam for anyone looking for a reliable and effective digital professional.



**Elizabeth Man** · 1st

Paid Social Account Director

August 5, 2022, Elizabeth managed Sam (Samuel) directly

Sam is a diligent, hardworking and pro active individual. He often asks the right questions and understands paid social well. He is very determined to succeed in the future, and I would happily have him on my team again. Looking forward to whats next for you, Sam.

## My Certifications



### Google Ads Search

Showing my skills building and optimising using automated solutions to boost campaign performance.



### Google Ads Display

Demonstrating ability to develop effective display campaigns that achieve specific goals.



### Google Shopping Ads

Verifying my proficiency with using and optimizing Shopping Ads with effective campaigns.



### Google Measurement

Exhibiting my ability to measure and optimize using metrics that turn into insights.



### Google Analytics

Evidencing my ability to setup, use tagging, and use GA4 to gain insights and make marketing decisions.



### Google Ads Apps

Showing fundamental understanding of creating and optimizing campaigns with machine learning.



### Technical SEO

Demonstrating understanding of technical website and ranking elements to improve SEO.



### GA4 for Analytics

Showing my understanding of data reporting in GA4 in order to monitor SEO.



### Keyword Research

Justifying my knowledge of keyword research and ability to rank for desired phrases.



### SEO

Justifying my knowledge on SEO and optimizing a website to perform with SERPs.



### Digital Marketing

Showing my skills of digital marketing channels and building a digital presence.



### Inbound Marketing

Substantiating my knowledge of the new age inbound marketing methodology.