

James Watkins

Personal Profile

A high performing Senior Digital Marketing Manager who has a proven track record of improving business performance through digital marketing with broad knowledge and experience. Experienced at establishing, managing and developing high performing teams. Has a customer-focused, pragmatic approach and strong business acumen. Has delivered excellent results both as an employee representing an organisation and through running his own agency (which he built from start-up), delivering for numerous clients in various niches and sectors. Is competent at managing numerous digital marketing channels including Email, Pay Per Click (PPC), Social Media, and Search Engine Optimisation (SEO) - for which he is an expert. Is experienced at defining, delivering and effectively managing digital marketing strategies and foundations, including delivery of websites, e-commerce platforms, performance measuring tools, digital asset management systems and social media presence. Has previous experience in other marketing channels such as Direct Marketing and Media Advertising. Accustomed to working closely with clients, company directors, senior managers, managing agencies and leading teams on digital strategy development, delivery, operations and performance. Is a member of mastermind groups that include the world's best digital marketing practitioners to keep abreast with best practices and latest strategies.

Key Achievements

- Uplifted website performance for PHS through the delivery of a new website, PPC and SEO
- Increased PPC ROI to 3:1 from 0 within three months, 4:1 by six months including reducing the cost by 75%
- Increased conversion rates from 0.5% to 4% on phs.co.uk within one month of launch through the build and delivery of a new website and conversion rate optimisation
- Decreased bounce rate by 15.5% and increased time on page by 1minute 45 seconds
- Increased organic website leads by a minimum 38.5% year on year
- Increased website revenue by 56% on last year
- Led the re-design and build of all PHS subdivision websites, with full UX/UI (User Experience / User Interaction) processes and CMS (Content Management System) delivery, including an e-commerce solution
- Increased traffic for three of the specialist divisions of PHS by 313%, 800% and 120% within six months, whilst reducing costs by 25% through sourcing and managing more effective SEO agencies
- Implementation of a Digital Asset Management (DAM) system, through SharePoint. Centralising all assets to ensure they are easily located, organised and consistent with the company's brand
- Established and grew a digital and creative media agency
- Created and established brands and websites (including bespoke HTML, WordPress, Umbraco and e-commerce websites) for numerous businesses. These builds included CMS to enable digital marketing teams to access and update content

- Led the development and delivery of a digital sales app, moving the field sales teams to a one-stop solution for selling which integrated with the CRM resulting in a 10% increase in cross-sales
- Delivered end to end lead to sale tracking functionality, integrated into the company's CRM tool
- Delivered reporting dashboards to track and evaluate the performance of digital marketing for PHS and all of Metamorph Media's clients
- Uplifted website traffic for Construct A Quote (part of The Moorhouse Group) by 230% within 6 months despite the fact that the website was suffering from an algorithm penalty initially
- Increased click-through rates by 65% by implementing structured mark-up data throughout the website for Construct A Quote

Key Skills and Competencies

Marketing <ul style="list-style-type: none"> • Search Engine Optimisation (SEO) expertise • Video marketing • Social media marketing • Email marketing • PPC management (through agencies) • Website build and design • Radio advertising • Blog management • Advertising campaigns, proposals and strategies creation and delivery • Direct marketing • Press advertising • Face to face marketing 	Management and Leadership <ul style="list-style-type: none"> • Strong business acumen • Business management • Budget management • Strategy creation and implementation • Project delivery • People/team management and development • Stakeholder management at all levels • Strong communicator • Strong negotiator and influencer • Strong analytical skills • Driven, focused, proactive • Agency and supplier management • Client acquisition and retention • Proactively drives own development
IT / Technology <ul style="list-style-type: none"> • SEMRush • Majestic SEO, Opensite Explorer & AHrefs • Traffic Travis • Screaming Frog • Wordpress (Plugins & Themes) • Schema creator • Google analytics & Webmaster tools • Google optimize • Jira (Project tracking software) • Microsoft Teams • Pardot marketing automation • Google keyword planner • Longtail pro • Command center software • Microsoft Office packages • Photoshop (basic level) • Dreamweaver (basic level) • Salesforce CRM system • CMS systems (Wordpress, Umbraco and Magento) • SharePoint 	

Career

PHS Group – Senior Digital Marketing Manager / Digital Marketing Manager
APR 2017 – PRESENT

- Responsible for all aspects of digital marketing for the PHS Group and specialist divisions including management of third parties and agencies
- Built the strategies for all digital marketing channels: SEO, PPC, Social Media and Email
- Project Manager / Business Lead to all digital marketing projects, ranging from 6 to 20 people plus agencies
- Conversion rate optimisation of the PHS Group and subdivision websites, achieved through customer research, analytics and multivariant testing of landing pages
- Led the redesign and delivery of the new PHS Group and subdivision websites with a full UX/UI process, persona building, wireframes including an e-commerce solution
- Delivered end to end lead to sale tracking functionality integrated to CRM tool (Salesforce and Pardot)
- Implemented a digital asset management system for the group (Perfion/Sharepoint)
- Design and build a digital sales enablement platform (Showroom)
- Team establishment, management and development of digital team made up of 4 members
- Part of the team for the #savesteve campaign nominated as a Welsh business awards finalist

The Moore House Group – *SEO Manager* JAN 2016 – APR 2017

- Managed all aspects of SEO including on-page, technical, off-page link building and content management
- Implemented content distribution network for the organisation
- Line management responsibilities for 3 team members

Metamorph Media Ltd – *SEO Specialist / Director* APR 2013 – DEC 2015

- Established and grew a digital and creative media agency
- Successfully increased clients' rankings to the top 3 positions and increased website traffic by up to 130% within a 3 months period for a non-competitive niche and 6 months within a competitive niche including Finance through SEO
- Attracted clients from a wide range of businesses from various niches through various digital marketing strategies and client referrals and testimonials (video and written)
- Converted approx. 80% of digital marketing and website proposals to sales by providing comprehensive proposals which met the needs of the client
- Maintained client satisfaction through achieving agreed targets, regular communications, periodic progress reports on Key Performance Indicators (KPIs) such as keyword tracking, website traffic, page views, conversions, goal tracking (obtained using Google analytics and webmaster tools adapt)
- Successfully managed up to 10 marketing projects concurrently which included managing suppliers

Close Up Media – *SEO Specialist / Sales Representative* MAY 2011 – JAN 2013

- Achieved multiple page 1 ranking for industry specific products within the Close Up Media umbrella through effective SEO strategies
- Supported the launch of one of the company's key products – My Favourite City (comprehensive city guide) by designing, implementing and launching the platform through various digital marketing methods

- Secured the company's biggest contract providing the first 45 locations nationwide on which to install their Wi-Fi digital marketing network solution (this being the company's primary product)

Various sales positions, Eon/Red Dragon/Progressive Global Training/Welsh Recruitment/South Wales Argus/Gilesport **JUL 1997 – FEB 2010**

- Included selling Press and Radio Advertising with Direct Marketing campaigns

EDUCATION

St Josphe's High School, Newport – 1992 – 1999

Business GNVQ, Customer Service NVQ Level 2, Retail NVQ Level 2, Key Skills Level 2
G.C.S.E.'s – English, Maths, Science, Geography, Business