

Matthew Wood

Search Marketing Expert

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- **Suitable & Desirable Roles:** Marketing Manager, Acquisition Manager, SEO Technical Lead, Digital Analyst, Paid Search Strategist.
- Over **10 years experience in Search Marketing** specialising in SEO, Paid Search (PPC), Paid Social, Reputation Management and CRO.
- Building and **growing websites since 2005** - gained 1 million page views/month for a website from scratch.
- **Strong written and communication** skills with a background in producing various styles of copy and content.
- Expert in **reading, analysing and identifying strategic opportunities** via Google Analytics and utilising reporting platforms such as Google Data Studio.
- Over 6 years experience in communicating and delivering optimised workflow strategies for key clients such as **UEFA, CV-Library, Age UK, LloydsPharmacy, ABTA, Neflights, Truprint, Getting Personal and Ordnance Survey.**
- Degree educated.



Work History

Nov 2021 - **Search Marketing Account Director**

Current

Click Consult, Wirral

- Ownership of Click Consult's highest priority clients.
- Responsible for dictating client workflow strategies based on objectives, budget and key opportunities.
- Integration of client reporting infrastructure via Google Data Studio.
- Implementing staff training and development plans.
- Support to broader Account Management team.
- Leading up recruitment process of new Account Managers into the business.
- Development of Account Management infrastructure and client allocation.

Feb 2021 - **SEO Specialist**

Current

Your Personal SEO Audit

Building and delivering custom SEO Auditing Template that enables full review, analysis and recommended actions relating to Technical SEO, On-Page Content, Metas and External Links.

◆ **Apr 2017 -
Oct 2021**

Key Account Manager

Click Consult, Wirral

- Ensuring the full management, growth and retention of client portfolio.
- Developing and maintaining effective client relationships.
- Reviewing account performance regularly to ensure client's objectives are being met.
- Providing analytical insights that help inform overall marketing strategy.
- Creating monthly, weekly and daily reporting functions via Google Data Studio, Microsoft Excel or Google Sheets.
- Facilitating and owning internal and external client meetings on a weekly basis.
- Creating contracts, marketing proposals and literature where required to grow performance.

◆ **Oct 2015 -
Mar 2017**

Account Manager

Click Consult, Wirral

◆ **Jun 2012 -
Sep 2015**

Search Marketing Manager

Webrevolve, Liverpool

- Search Marketing role managing a broad client portfolio; located both in the UK and US.
- Developing bespoke SEO Strategies.
- Keyword Research & Meta implementation.
- Undertaking natural and ethical link building activities.
- Technical website reviews and problem solving.
- Google Analytics insights gathering and reporting.
- Developing sales and audit-based documents for US client wins.
- Launching and managing Paid Search Campaigns via Google Ads.

◆ **Jun 2012 -
Dec 2012**

SEO Copywriter

Webrevolve, Liverpool, United Kingdom

- Role involving creating SEO-friendly copy for a wide variety of clients across a number of sectors.
- Content developed was purpose built for both on-page and off-page strategies - helping to drive performance improvements.

◆ **Jan 2011 -
Nov 2012**

Co-Founder & Editor

Snack Media/Clean Sheets All Round

- Former Editor and Co-Founder of Clean Sheets All Round.
- A website dedicated to football rumours, gossip and debate.
- Successfully monetised website; recruiting and managing a team of writers.
- Over 1 million page views in a single month.

◆ **Apr 2011 -**

Assistant Web Developer

Jun 2012

Snack Media

- Constructing and distributing a weekly newsletter using email marketing platform.
- Working as part of the web development team; managing a portfolio of football websites.
- Logo and image design.
- Assisting with implementation of new websites in Snack portfolio using WordPress and associated plugins.

**Aug 2011 -
Dec 2011**

Betting Content Writer

Bwin

- Successful applicant of recruitment drive in August 2011 for football betting writers by bwin.
- Content was produced based on a brief of creating enticing and favourable copy towards the odds of the outcomes involving UK football matches.

**Oct 2010 -
Oct 2010**

Football Match Reporter

Press Association

- Towards the end of 2010, a weekend position was secured at the Press Association to write football match reports.
- Among the reports produced, two of the write-ups featured in the Sunday Mirror newspaper.
- At the end of the initial session, I was recruited as part of a covering team.

**Jun 2010 -
Sep 2010**

Digital Spy Big Brother Reporter

Digital Spy

- Working as part of a writing team that covered the Channel 4 programme Big Brother.
- Reporters were required to observe live feed and write-up interesting and relevant stories that could be published to the Digital Spy website.

**Jun 2009 -
Sep 2009**

Copywriter

Emergency Services News

- Taken on the payroll after successful spell during university work placement.
- Researching and writing daily editorial updates for the ES News site.
- Sourcing and editing appropriate images for the site.
- Interviewing members of the public for 'vox pops' to feature on the 'State of Britain' section of the website.
- Calling third party organisations to gather content for the website (press releases / statements / statistics etc).

**Jun 2009 -
Jun 2009**

MATCH! Magazine Content Writer

Bauer Media, Peterborough, United Kingdom, United Kingdom

- Two week work experience role with MATCH! Football Magazine.

- Learning and adjusting to a different style of written work, specifically aimed at a younger age bracket.
- Applying new style to written responses to public feedback in publication.
- Writing and updating content for MATCH! website.
- Independent research for future additions of magazine.



Skills & Expertise

- ◆ Ahrefs
- ◆ Bing Ads
- ◆ Facebook Ads
- ◆ Google Ads
- ◆ Google Analytics
- ◆ Google Data Studio
- ◆ Google Search Console
- ◆ Magento
- ◆ Microsoft Office
- ◆ Moz Link Explorer
- ◆ Salesforce
- ◆ Screaming Frog
- ◆ Searchmetrics
- ◆ SEMRush
- ◆ VWO
- ◆ WordPress



Education

- ◆ **Sep 2007 - Bachelor's: Journalism & Sports Development**
May 2010 *University Of Chester*



Certifications

- ◆ **Jan 2020** Google Ads Fundamentals

- ◆ **Jan 2020** Google Ads Search Certification
- ◆ **Jan 2020** Google Ads Display Certification
- ◆ **Aug 2018** Click Consult Employee of the Quarter

Interests

- ◆ Weightlifting
- ◆ Walking
- ◆ Five-a-side Football
- ◆ Cycling
- ◆ Bouldering