

# Matthew Wood

## Search Marketing Expert

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- **Suitable & Desirable Roles:** Marketing Manager, Acquisition Manager, SEO Technical Lead, Digital Analyst.
- Over **9 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.
- Over 5 years experience in communicating and delivering directly with key clients such as **CV-Library, Age UK, LloydsPharmacy, ABTA, Netflights, Truprint, Getting Personal and Ordnance Survey.**
- Degree educated.



## Work History

### 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 - **Key Account Manager**

**Current**

*Click Consult, Part of Ceuta Group, 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 (Part Of Ceuta Group), 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 - Jun 2012**    **Assistant Web Developer**  
*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 - Football Match Reporter**

**Oct 2010**

*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 - Digital Spy Big Brother Reporter**

**Sep 2010**

*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 - Copywriter**

**Sep 2009**

*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 - MATCH! Magazine Content Writer**

**Jun 2009**

*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 - May 2010**    **Bachelor's: Journalism & Sports Development**  
*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