

MATTHEW WOOD



Contact

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Skills

- Multi-channel digital marketing expertise
 - Strategic planning
 - Budget management and distribution
 - Leadership and team management
 - Analytical mindset with opportunity identification
 - Strong written and verbal communication
 - Commercial awareness and acumen
 - One to one coaching and mentorship
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Education

University Of Chester
Warrington
Bachelor's: Journalism & Sports Development

Personal Summary

- Total of over **14 years experience in Digital Marketing** specialising across various channels including **SEO, Paid Search, Paid Social, Programmatic and CRO**.
 - Over **4 years experience** in managing the digital marketing strategy in-house for a **UK-wide hospitality and leisure brand**.
 - **10 years agency-side experience** in both technical/delivery-based roles as well as strategic/client relationship-based roles.
 - Client relationship experience with brands such as **UEFA, CV-Library, Age UK, LloydsPharmacy, ABTA, Netflights, Truprint, Getting Personal and Ordnance Survey**.
 - Long and varied background in both **building online platforms (since 2005)** along with strong content writing skills.
 - Website: MatthewJohnWood.com
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Experience

Digital Marketing Manager

Village Hotels | Feb 2022 - Current

- Leading and managing full digital marketing strategy for Village Hotels to help support commercial objectives across rooms, food & beverage and meetings & events.
- Overseeing full content management and organic growth of brand website.
- Working directly with third party agency suppliers to define and implement multi-channel digital marketing strategies including AI/SEO optimisation, Paid Search, Paid Social, Programmatic and Affiliates activity.
- Building framework and internal processes for scaled growth in Paid Social (Meta Ads) performance.

- Providing strategic direction to elevate paid media activity for Village Gym, supporting member sign ups and leads.
- Defining and distributing weekly and monthly digital reporting summaries across wider marketing team and key stakeholders.
- Leading a team of two direct reports; Digital Marketing Executive and Digital Marketing Administrator, responsible for various on-site changes and supporting wider digital strategy.

Founder

MJW Digital | Dec 2023 - Current

- Full digital marketing service solution for small businesses.

Digital Marketing Account Director

Click Consult | Wirral | Nov 2021 - Feb 2022

- 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.

Digital Marketing Key Account Manager

Click Consult | Wirral | Apr 2017 - Oct 2021

- 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.

Digital Marketing Account Manager

Click Consult | Wirral | Oct 2015 - Mar 2017

Search Marketing Manager

Webrevolve | Liverpool | Jun 2012 - Sep 2015

- Search Marketing role managing a broad client portfolio; located both in the UK and US.
- Developing bespoke SEO Strategies incorporating: Keyword research and meta implementation; 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.

SEO Copywriter

Webrevolve | Liverpool, United Kingdom | Jun 2012 - Dec 2012

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

Co-Founder & Editor

Snack Media/Clean Sheets All Round | Jan 2011 - Nov 2012

- Editor and Co-Founder of Clean Sheets All Round.
- Built and scaled website dedicated to football rumours, gossip and debate, delivering over 1 million page views in a single month.
- Successful monetisation of website; recruiting and managing a team of writers.
- Developed brand partnerships with EA Sports and Football Fancast.

Assistant Web Developer

Snack Media | Apr 2011 - Jun 2012

- Working as part of the web development team; managing a portfolio of football websites.
- Assisting with implementation of new websites in Snack portfolio using WordPress and associated plugins.

Big Brother Reporter

Digital Spy | Jun 2010 - Sep 2010

- Working as part of a writing team that covered the Channel 4 programme Big Brother.

- Observing live feed, providing play by play updates to Digital Spy website along with writing interesting and relevant news items.

Copywriter

Emergency Services News | Jun 2009 - Sep 2009

- Researching and writing daily editorial updates for the ES News website.
 - Interviewing members of the public for 'vox pops' to feature on the 'State of Britain' section of the website.
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Hobbies and interests

- Hybrid-style training incorporating both strength and endurance-based activities
- Watching and playing football
- Padel
- General wellness activities
- Self-improvement/non-fiction books
- House music