

Curriculum Vitae

RUSSELL VENTURA

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PERSONAL SUMMARY

I am a resourceful individual who is accustomed to delivering high quality digital marketing services to meet business requirements. I continually develop and enhance my experience and skills to benefit the business. With my natural ability to communicate with people of all industries and make complex things understandable to my audience, this allows me to quickly understand their needs and often exceed their expectations.

EXPERIENCE & SKILLS

As a self-starter, my pro-active can-do attitude combined with excellent social and technical skills allow me to quickly settle into a business and focus on making a positive contribution. I have excellent problem-solving skills, an outgoing personality, and a fine attention to detail along with a creative approach. I am adaptable and flexible in my approach to work, have excellent time management and listening skills, good people management experience and present information clearly and within timescales.

I use my skills and experience with photography, web design, graphic design, google analytics, SEO, PPC, marketing collateral, blogging and social media to provide a full hands-on digital implementation, so a business can quickly adapt to the changing digital world.

I also have a great deal of experience with all types of businesses and develop long lasting customer relationships. I pride myself in ensuring I provide the highest level of service at all times. I continue to grow my skills and experience, which include graphic design, web development, marketing and PR, photography and commercial exhibition stand design, planning and rollout.

EDUCATION AND QUALIFICATIONS

Elgar High School, Worcester 8 O'Levels

CPD Accredited Diplomas:

Digital Marketing, Blogging & Content Marketing, Social Media Marketing & Online Reputation Management, Photoshop, Lightroom, Web Design, Mobile App Development, Photography, Graphic Design.

Google Certification in Digital Marketing.

SEO, PPC account management.

INTERESTS

I enjoy watching TV & movies, Formula 1, listening to music, reading books and playing the piano. I enjoy swimming, snooker, golf & walks with my German shepherd / husky cross dog called Poppy.

ADDITIONAL INFORMATION

I am a keen, conscientious, hard-working person. I am an excellent timekeeper, enjoy meeting people, and can adapt to any environment.

I would like to use my skills to make a positive contribution to my place of work and get on well individually and as a member of a team. I have also been a volunteer and committee member for the Worcestershire Literary Festival, which included technical, website redevelopment and marketing support.

REFERENCES - Available on request

EMPLOYMENT HISTORY

FREELANCE DIGITAL MARKETING CONSULTANT (June 2016 – Present) – <https://rvdigitalmarketingservices.com>

Providing an array of marketing services including Web Design (WordPress), SEO, Analytics, Photography & print services such as posters, signage, flyers & business cards, while also attending digital marketing courses to enhance my skills and experience.

ESSENTIAL MARKETER (February 2016 - May 2016) – *Digital Marketing Executive*

Google Search Engine Optimisation techniques were employed to improve the client's website performance in their target market. Following a detailed analysis of their sites performance, a plan is created to focus the websites setup to return the best results in Google's search engine. The role was divided in two main areas: part one performing account management responsibilities for a range of clients site plans including plan development and arranging remote meetings, and part two providing support for the account management team performing tasks required for each account managers monthly plan. In any given month, a Digital Marketing Executive could be managing 10 clients and undertaking over 60 SEO tasks for other account managers.

Role Responsibilities:

- Analysed client & competition website performance research using SEMRush, Majestic & Internal systems
- Conducted client website keyword research (submit to client, order copy, upload and interlink)
- Reviewed client website Backlink performance, creating content and linking to chosen web pages
- Wrote briefs for copywriters and uploading provided content with site interlinking
- Created client website development plans (site plans, website structure review and improvements)
- Implemented client On-page website optimisation (Page Titles, Meta Descriptions, H1 Tags etc.)
- Implemented client Off-page website optimisation (Backlinks, Social Media etc.)
- Performed live website updates (WordPress, Joomla, OpenCart)
- Used Google tools (GA, Search Console, Adwords, Page Performance, Mobile Testing) to provide Analytics
- Created schema mark ups to improve website visibility in google search engine

ADGLOW LIMITED (June 2014 - October 2015) - *Digital Marketing Manager*

Performed a benchmark analysis of the company's website digital performance and a full review of the businesses digital presence, a digital marketing strategy was implemented including a full redesign both business websites and social media platform updates to synchronise a complete social media presence.

Since implementing this strategy and alongside management of Google AdWords (PPC) and SEO campaigns the business benefited from a 187% increase in online enquiries generated from the website compared to the total number of website enquiries for 2014.

The analysis of this strategy demonstrates that the right traffic to the sites were targeted, that visitors were viewing more relevant pages, and staying on the websites longer and placing valuable enquiries. This strategy proved particularly successful as a single sales channel as the business did not employ any sales staff feeling a digital only channel was the right choice for the business.

Key Achievements:

- Designed and developed the companies two independent business websites (<http://www.adglow.co.uk> and <http://www.adinstall.co.uk>)
- **Achieved the following improvements for the Adglow website:**
20% more visitors, 45% more page views, 17% drop in bounce rate, 35% increase in visit duration.
- **Achieved the following improvements for the Adinstall website:**
3% less visitors, 68% more page views, 25% drop in bounce rate, 206% increase in visit duration.
- Implemented positive strategies to drive online traffic to the company websites.
- Tracked conversion rates via analytics and making improvements to the website.

- Compiled analytical data to investigate trends, performance and Return on Investment.
- Designed, built and maintained mobile versions of the business website, to comply with Google updates.
- Managed Pay Per Click (AdWords) and SEO campaigns.
- Measured and reported performance of all digital marketing campaigns and assess against goals.
- Improved the user experience, via design & content of the company website visits.
- Implemented forensic analysis solution to monitor who visited the websites.
- Identified trends and insights and optimize spend and performance based on the insights.
- Provided high quality product photos and videos for use on the company's websites.
- Created blog entries to promote the business and drive traffic to our websites.
- Created hard copy marketing sales materials (company product brochures, flyers).
- Created and updates of Social media channels (Facebook, Twitter, LinkedIn, Google Plus, Pinterest, YouTube).

Key Skills and Competencies:

- Analysed websites using Google analytics, search console, and 3rd party analytics applications.
- Designed digital and hard copy marketing materials using Photoshop, Illustrator, InDesign to promote the business.
- Designed and developed business flyers & company brochures.
- Designed website concepts and live versions of the company's websites using Wix, Adobe Muse & WordPress.
- Managed pay per click (PPC) accounts (Google AdWords).
- Managed search engine optimisation (SEO) campaigns.
- Managed forensic data capture and reviewing website visitor information.
- Compiled monthly reports of digital marketing performance against targets using analytical data.

CENTERPRISE INTERNATIONAL trading as SCYRON (October 2010 - April 2014) - I.T. / Sales & Marketing Support

I was responsible for customer sales and marketing support, researching and advising on marketing campaigns which includes strategic delivery and results for key strategic initiatives.

Key Achievements:

- Managed an external web development team to redesign our corporate & micro site and provided all copy following a full review of existing content which included Search Engine Optimisation.
- Created & maintained the company's blog, Twitter feed, Facebook pages & LinkedIn presence.
- Performed monthly reviews of google analytics information to gauge effectiveness of our newly created site.
- Designed and project managed a corporate exhibition stand used at HOSDB, Security and Policing and the Anti- Terrorism Technical Support Unit exhibition for the last 4 years.
- Designed all marketing material (flyers, promotional merchandise, product directory etc.) including exhibition stand layout, design and technical demonstrations.
- Advised the software development team of client feedback for features, updates and improvements to the company's software platforms.
- Conducted & developed hardware and software testing solutions and had authority for final signoff prior to going live.
- Created all documentation including user manuals and training guides including writing, designing and presenting. This also included ISO documentation.
- Managed customer relationships including support, training, pre and post sales care.
- Carried out effective research and intelligence into competitor products and other trends.
- Managed daily activities with PR and actively sought appropriate PR opportunities.
- Developed partnerships and relationships with third parties including resellers and distributors. Identifying key marketing opportunities.
- Monitored and reporting to senior managers on the effectiveness of strategies/campaigns.

Key Skills and Competencies:

- Executed successful website marketing campaigns.
- Demonstrated strong leadership and consensus building skills.
- Continually demonstrated ability to quickly understand customer needs and to deliver timely and cost-effective solutions.
- Attended exhibitions in the role of technical support, pre-sales and marketing.
- Developed web solutions using CMS Joomla, WordPress and Wix (HTML5).
- Developed skills and experience with PHP and CSS including diagnosis and amendments.
- Developed skills and experience using Adobe products to include Photoshop, Premier, and Lightroom.
- Delivered training courses at train-the-trainer level, but able to adapt course materials to meet target audiences.
- Developed web site solution designs from concept to finished product.
- Demonstrated excellent communication skills with an unrivalled ability to quickly grasp customers' concepts and what they need and turn it into a working design.
- Utilised excellent project management and task management experience.
- Developed valuable experience in dealing with all types of internal and external client bases.
- Translated technical documentation into customer friendly readable copy.
- Rewrote hard to understand technical concept documentation into customer friendly readable copy targeted at the market audience.
- Provided a fast turnaround of working website design concepts for customers and potential customers to assist in providing sales traction.

SCYRON LTD (October 2008 - October 2010) - I.T. Support Engineer

Designed and managed the companies I.T needs, alongside providing excellent customer support. This involved wearing many hats and ensuring that high standards of support were provided to both internal customers (my colleagues) and external customers.

Key Achievements:

- Redesigned the management and support of internal IT infrastructure / IP phone system.
- Responsible for roll out and the support of customer deployments.
- Redesigned and developed companies Website.
- Achieved enrolment in Microsoft partner program & maintaining eligibility.
- Redesigned & developed internal I.T infrastructure / solution design / deployment / training of customers.

Key Skills and Competencies

- LAN / WAN / WIFI / 3G communication support.
- Desktop, application and end user support.
- 1st, 2nd and 3rd line support (internal / external).
- VPN / remote user support.
- Configuration / deployment of rack mounted solutions to police counter terrorist units.
- Responsible for research / procurement / supply chain of I.T equipment.