

RUSSELL VENTURA

Digital Marketing Professional

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PERSONAL SUMMARY

Throughout my career, I've had a real passion for technology, and I consider myself lucky to have worked in this ever-evolving industry. I started out in technical support roles and eventually moved into Digital Marketing, but one thing that's remained constant is my focus on communication and helping others.

In every job I've had, I've used my skills to tackle a wide range of challenges, whether it's fixing computer issues or helping businesses improve how they sell to their customers. I don't just see my work as a job – I genuinely love what I do. It's this love that keeps me motivated to keep learning and growing, so I can make a positive impact in my workplace every day.

I'm a versatile professional with a solid background in digital marketing, web design, graphic design, SEO, PPC, and photography. My proactive approach and adaptability help me thrive in various roles, where I excel at simplifying complex ideas for stakeholders. I hold CPD Accredited Diplomas and Google certification in Digital Marketing, backed by hands-on experience managing SEO and PPC accounts, which adds value to any team.

During my time at Infinity Digital Marketing Agency as a Digital Marketing Specialist, I focused on website design, client communication, and project management, earning recognition for my design updates and migration projects.

My freelance work as a Digital Marketing Consultant, along with previous roles at Essential Marketer and Adglow Limited, showcased my ability to drive online traffic, boost website performance, and run effective digital marketing campaigns.

My career journey highlights a dynamic professional committed to ongoing growth. At Essential Marketer, I honed my SEO skills, optimizing client portfolios for better online visibility and ROI.

As Digital Marketing Manager at Adglow Limited, I crafted and implemented comprehensive digital marketing strategies, leading to a significant uptick in online inquiries and sales pipeline.

My leadership, project management, and technical skills have played crucial roles in the success of marketing campaigns and overall digital presence.

My goal is to continue my career in Digital Marketing and grow my skills and experience to benefit both myself and my next place of work.

EMPLOYMENT HISTORY

INFINITY DIGITAL - Digital Marketing Specialist (April 2023 to August 2023)

My work at Infinity Digital Marketing Agency focused on website design and development of multiple client sites as well as working on client tenders by creating Figma design proposals for potential clients.

Collaborating with my team, I improved my design & communication skills and enjoyed positive feedback from clients when design updates and migration projects were approved. I improved on my Elementor, WooCommerce and ACF skills and gained valuable experience in the following areas:

- Working with CMS's and CRM's such as WordPress and HubSpot.
- Time management using Asana and Ever Hour.
- Team communication via Microsoft Teams.
- Redesigned & redeveloped client's websites with Elementor & WordPress.

- Migration from client solution to Elementor using best practices.
- Developing migration processes using staging site technologies.
- Attending client shoot days capturing photographs & video for use in client projects.
- Video editing with Cap Cut to create engaging videos and b-roll footage.
- Graphic design using Adobe Photoshop and Canva on client projects.
- Redeveloped Infinity's website design to be more engaging and UX/UI friendly.

FREELANCE - Digital Marketing Consultant (June 2016 to March 2023) - <https://russellventura.co.uk>

Working around family care requirements, I worked freelance as a digital marketing professional with a wide range of experience in services such as SEO, PPC, analytics, web design, and photography.

I designed and developed websites using the Divi page builder built on the WordPress CMS along with software developer experience to improve UX/UI experience for my clients. I provided all digital assets including industry relevant and engaging copywriting content along with digital images to engage with the target audience.

ESSENTIAL MARKETER - Digital Marketing Executive (February 2016 to May 2016)

I used various Google Search Engine Optimization (SEO) strategies to enhance the client's website performance in their target market. This process began with an in-depth analysis of the website's current performance, followed by the creation of a plan to improve the website's setup to achieve the best results on Google's search engine.

My role was divided into two principal areas: the first was managing a portfolio of client accounts, including developing plans and coordinating remote meetings. The second area was providing support to the account management team by executing tasks necessary for each account manager's monthly plan. On average, I managed ten clients and completed more than 60 SEO tasks per month.

Role Responsibilities:

- I performed an analysis of client and competitor website performance utilising tools such as SEMrush, Majestic, and bespoke internal systems for research.
- I conducted keyword research for client websites and sent the results to clients, ordering copy and uploading and interlinking the provided content to the client website.
- I evaluated the backlink performance of client websites, created relevant content, and linked to specific web pages.
- I wrote briefs for copywriters and uploaded the content they provided and implementing interlinking on the client website.
- I developed plans for the creation of client websites, which included site plans, reviewing, and improving website structure.
- I executed on-page website optimization for clients, which included editing elements such as Page Titles, Meta Descriptions, H1 Tags, among others.
- I executed off-page website optimization for clients, which included activities such as building backlinks and using social media.
- I conducted live updates on websites using content management systems (CMS) such as WordPress, Joomla, and OpenCart.
- I used Google tools such as Google Analytics, Search Console, AdWords, Page Performance, and Mobile Testing to create website analytics data.
- I implemented schema markups to enhance website visibility on Google search engine results.

ADGLOW LIMITED – Digital Marketing Manager (June 2014 to October 2015)

I conducted a thorough analysis of the company's digital performance and online presence, and developed a comprehensive digital marketing strategy that included a complete redesign of the company's websites and updates to social media platforms.

Through the implementation of this strategy and management of PPC and SEO campaigns, the company experienced a significant increase in online enquiries, with a 187% increase compared to the previous year. Furthermore, this approach yielded a sales pipeline between £1m and £2m from June 2014 to October 2015.

The strategy's success was due to my ability to effectively target the right traffic, increase visitor engagement and relevance, and generate high-value enquiries. This approach was particularly effective as a standalone sales channel as the business did not have any sales staff and decided to focus on a digital-only approach.

Key Achievements:

- I designed and developed the company's two business websites (www.adglow.co.uk and www.adinstall.co.uk).
- My strategy for the Adglow website was able to achieve a 20% increase in visitors, 45% increase in page views, 17% decrease in bounce rate, and a 35% increase in visit duration.
- My strategy for the Adinstall website, I was able to achieve a 13% increase in visitors, 68% increase in page views, 25% decrease in bounce rate, and a 206% increase in visit duration.
- I compiled analytical data to investigate trends, performance, and ROI.
- I designed, built, and supported responsive versions of the business website to follow the latest google updates.
- I managed Pay Per Click (AdWords) and SEO campaigns.
- I monitored data and created monthly performance reports of all digital marketing campaigns to assess against goals.
- I improved the visitor's U/X via design & content of the company websites.
- I implemented forensic analysis solution to monitor who visited the websites.
- I found trends and insights and optimized spend and performance based on the insights.
- I provided high quality product photos and videos for promotional use on the company's websites.
- With my copywriting skills I authored blog entries to promote the business and drive traffic to our websites.
- I set up and populated high quality copy to social media channels such as Facebook, Twitter, LinkedIn, Google Plus, Pinterest, and YouTube.

Key Skills and Competencies:

- I analysed websites using various tools such as Google Analytics, Search Console, and third-party analytics applications.
- I created digital and print marketing materials (brochures & flyers) using software such as Photoshop, Illustrator, and InDesign to promote the business.
- I developed website designs and functional versions of the company's websites using Wix, Adobe Muse, and WordPress.
- I managed pay per click (PPC) accounts (Google AdWords).
- I managed search engine optimisation (SEO) campaigns.
- I managed forensic data capture and reviewing website visitor information.
- I compiled monthly reports of digital marketing performance against targets using analytical data.

CENTERPRISE INTERNATIONAL – trading as Scyron Ltd – I.T./Sales & Marketing Support (October 2010 to April 2014)

I provided customer sales and marketing support to the business & conducting research and consulting on marketing campaigns. This included planning and executing key strategic initiatives while ensuring their successful delivery and measuring results.

Key Achievements:

- I led a team of external web developers in redesigning our corporate and microsites, providing all necessary copy, and conducting a full review of existing content, including search engine optimisation (SEO).
- I set up and managed the company's WordPress blog, Twitter account, Facebook pages, and LinkedIn presence.
- I conducted monthly evaluations of Google Analytics data to assess the performance of our newly developed website.
- I designed and project managed a corporate exhibition stand that was shown at events such as Security and Policing, and the Anti-Terrorism Technical Support Unit exhibitions during the last 4 years.
- I created all marketing materials, including flyers, promotional items, and product directories, as well as designing the layout, concept, and technical demonstrations for the exhibition stand.
- I provided feedback from clients to the software development team on features, updates, and improvements to the company's software platforms.
- I performed and created testing solutions for hardware and software and oversaw final approval before deployment.
- I developed all documentation, including user manuals and training guides from writing, designing, and presenting. This also included creating ISO documentation.
- I was responsible for managing customer relationships, including providing technical support, training, and ensuring pre and post-sales support.
- I conducted thorough research and gathered intelligence on competitor products and industry trends.
- I managed daily activities related to public relations and actively sought out relevant PR opportunities.
- I set up partnerships and relationships with third parties, including resellers and distributors, and found key marketing opportunities.
- I tracked and reported to senior managers on the performance of digital strategies and marketing campaigns.

Key Skills and Competencies:

- I executed successful marketing campaigns for the website & micro sites.
- I developed strong leadership and consensus building skills.
- I can quickly understand customer needs and provide prompt and cost-effective solutions.
- I attended exhibitions in the role of technical support, pre-sales, and marketing.
- I developed web solutions using CMS Joomla, WordPress and Wix.
- I developed skills and experience with PHP and CSS including diagnosis and amendments.
- I honed my skills and gained experience using Adobe products such as Photoshop, Premier, and Lightroom.
- I provided training at a train-the-trainer level but also included the flexibility to adjust course materials to suit different target audiences.
- I developed web solutions designs from concept to final product.
- I have excellent communication skills and an ability to quickly understand customers' concepts and requirements and translate them into functional designs.
- I have experience in project and task management.
- I gained valuable experience in working with a diverse range of internal and external clients.
- I have experience in rewriting complex technical concepts into user-friendly language, tailored to the target audience.
- I have experience in quickly creating working website design concepts to aid in sales efforts and help potential customers.

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

I designed and oversaw the company's IT infrastructure, while also ensuring that I provided high-quality customer support to both internal and external clients. This role required me to manage multiple responsibilities and support a high level of service for all customers.

Key Achievements:

- I redesigned, managed, and supported the internal IT infrastructure / IP phone system improving efficiency and reducing downtime.
- I rolled out and supported all customer deployments ensuring quality control and single point of contact.
- I redesigned and developed the company's website and micro sites improving our digital footprint and increasing sales enquiries.
- I achieved enrolment in Microsoft partner program & keeping eligibility.
- I designed, developed, and implemented the businesses internal IT infrastructure, solution design, deployment, and training for customers ensuring solutions exceeded clients' expectations.

Key Skills and Competencies:

- I provided LAN, WAN, WIFI, and 3G communication support to client sites.
- I provided support Desktop, application, and end user support.
- I provided 1st, 2nd, and 3rd line support for internal & external users.
- I provided VPN & remote access user support for client sites.
- I managed the configuration & deployment of rack mounted solutions to police counter terrorist units to optimise solution performance.
- I was responsible for research, procurement & supply chain of I.T equipment to our client base reducing costs and improving profits.

SOFT SKILLS

My soft skills reflect that I am a well-rounded professional capable of thriving in diverse environments and contributing positively to team dynamics and organizational success.

- **Proactivity:** Demonstrated by my initiative-taking approach and proactive attitude towards improving skills and experiences continuously.
- **Adaptability:** Exhibited through my ability to excel in diverse roles and quickly adapt to new environments, evidenced by various positions in different companies and roles within digital marketing.
- **Communication:** Highlighted by my effective communication with stakeholders, clients, and team members across various projects and collaborations.

- **Problem-solving:** Evident in my ability to identify issues, devise solutions, and implement strategies to enhance website performance, manage digital marketing campaigns, and optimise online visibility.
- **Time Management:** Evident through my efficient management of tasks, projects, and client accounts within given timelines, utilising tools like Asana and Ever Hour for time management.
- **Teamwork:** Displayed in my collaboration with small and large teams, leading to improved design and communication skills, and positive feedback from clients on completed projects.
- **Leadership:** Demonstrated through my roles in managing digital marketing strategies, leading teams of developers in website redesign projects, and providing training to internal and external stakeholders.
- **Flexibility:** Exhibited through my ability to work around family care requirements while maintaining a freelance career, showcasing adaptability and commitment to his profession.
- **Customer Relationship Management:** Demonstrated in my roles involving managing customer relationships, providing technical support, training, and ensuring pre and post-sales support to clients.
- **Analytical Thinking:** Shown through my analysis of website and competitor performance using tools like SEMrush, Majestic, Google Analytics, and Search Console to inform digital marketing strategies and optimizations.

TECHNICAL SKILLS

My technical skills cover a wide range of areas, including web development, digital marketing, IT infrastructure management, and project management, highlighting a diverse skill set suitable for various roles in technology and marketing.

Web Design and Development:

- Proficiency in website design and development using platforms like WordPress, Joomla, OpenCart, Wix, Adobe Muse, Elementor and Divi page builders.
- Experience in redesigning and developing websites to improve user experience (UX/UI) and engagement.
- Familiarity with CMS (Content Management Systems) such as WordPress, Joomla, and OpenCart.

Digital Marketing:

- Expertise in digital marketing strategies including SEO (Search Engine Optimization) and PPC (Pay-Per-Click) campaigns.
- Experience in managing SEO strategies and campaigns to enhance website performance and visibility.
- Experienced in both long-form SEO content (landing pages, blog posts, etc.) and short-form copywriting (social media, email marketing).
- Competency in managing PPC accounts, particularly Google AdWords.
- Proficiency in using Google tools such as Google Analytics, Search Console, AdWords, Page Performance, and Mobile Testing for analytics and performance monitoring.

Graphic Design:

- Skills in graphic design using software like Adobe Photoshop, Canva, Illustrator, and InDesign.
- Experience in creating digital and print marketing materials such as brochures and flyers.

Photography and Video Editing:

- Experience in capturing photographs and videos for client projects.
- Proficiency in video editing using tools like Cap Cut to create engaging videos and b-roll footage.

Technical Support and Infrastructure Management:

- Ability to provide technical support for LAN, WAN, WIFI, and 3G communication to client sites.
- Experience in managing internal IT infrastructure, including the redesign and support of internal IT infrastructure/IP phone systems to improve efficiency and reduce downtime.
- Competency in providing 1st, 2nd, and 3rd line support for internal and external users.
- Skills in VPN and remote access user support for client sites.

- Experience in managing the configuration and deployment of rack-mounted solutions to optimize solution performance.

Software Development:

- Experience in software development to improve UX/UI experience for clients.
- Familiarity with software development using HTML, CSS, and JavaScript, including diagnosis and amendments.

Project Management:

- Experience in project management, including planning, executing, and overseeing key strategic initiatives.
- Competency in managing multiple responsibilities and supporting a high level of service for all customers.

Analytical Skills:

- Ability to analyse website performance using various tools such as SEMrush, Majestic, Google Analytics, and Search Console.
- Competency in compiling monthly reports of digital marketing performance against targets using analytical data.

EDUCATION AND QUALIFICATIONS

I hold CPD Accredited Diplomas in various areas including Digital Marketing, Blogging and Content Marketing, Social Media Marketing and Online Reputation Management, Photoshop, Lightroom, Web Design, Mobile App Development, Photography & Graphic Design.

I am Google Certified in Digital Marketing and have experience in managing SEO and PPC accounts.

Elgar High School, Worcester - 8 O'Levels (1982 to 1987)

INTERESTS

In my free time, I engage in various hobbies such as watching TV and movies, following Formula 1, listening to music, reading books, and playing the piano.

I also enjoy taking part in physical activities such as swimming, playing snooker, golf, and taking walks with my German shepherd-husky dog named Poppy.

I have developed a keen interest in smart home technology via Home Assistant in conjunction with energy management solutions to reduce our energy consumption and reliance on fossil fuels.