Russell Ventura

Web designer & digital marketer · Worcester

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Profile

Web designer and digital marketer with nearly 40 years in tech: over 25 years in IT support, networks and training, then 12 years in websites, SEO and marketing. I build WordPress and Squarespace sites, handle SEO, PPC and analytics, and produce the photos, video and social posts that go with them.

I'm now semi-retired and take on a few freelance projects a year for local businesses, working directly with the owner from first chat to launch.

Key results

- **187% more online enquiries** at Adglow: **130 website enquiries in 16 months**, worth up to **£1.85m in quotes**, and about half of all enquiries by 2015.
- **Adinstall website:** 206% longer visits, 68% more page views and a 25% lower bounce rate after my redesign.
- **10 SEO clients a month** at Essential Marketer, delivering 60+ SEO tasks a month.
- **New websites from scratch** for William Bird Tree Services, Jackson Vet Physio, Vale Dog Training, Vale Dog Grooming, Eurotow Recovery and Blueman Property Services.

Digital marketing career (2014 – 2026)

Social Media & Marketing Specialist · Roger Dyson Group

May 2025 - January 2026

Marketing for a manufacturer of heavy recovery vehicle bodies on MAN, Iveco and DAF chassis.

- Ran the Facebook, LinkedIn and Instagram channels, planning and producing posts, graphics and video
- Produced YouTube intros and promotional video
- Website updates: new and used stock photos and descriptions
- Commercial Motor website: new and used stock photos and descriptions
- Professional Recovery magazine: advert and article creation, with text and photos
- Promoted the company’s stand at the Road Transport Expo
- Prepared trade magazine adverts and press material

Marketing Executive · Jack Cotterill Tree Services

April - July 2024

- Redesigned the Squarespace website (jctreeservices.co.uk) for domestic and commercial customers, with SEO across the site.
- Created the company's YouTube channel and made all of its videos.

- Designed flyers, brochures and social media content in Canva, and filmed and photographed the team on site.

Digital Marketing Specialist / Web Designer · Infinity Digital

April - August 2023

- Redesigned and migrated client websites in WordPress and Elementor (from WPBakery), using staging sites, for clients including AASalt, UKKiosks, PJ Nichols and Total Interiors Direct.
- Created Figma design proposals for client tenders and redesigned the agency's own website.
- Filmed and photographed client shoot days, edited video in CapCut, and designed graphics in Photoshop and Canva. Worked with HubSpot, Asana and Everhour.

Freelance Digital Marketing Consultant · RV Digital Marketing Services

June 2016 - March 2023

- Worked freelance around family care, building WordPress websites with Divi for local businesses, plus SEO, PPC, analytics, copywriting and photography.
- Studied full-stack development (JavaScript, React, Git, SQL) with freeCodeCamp and Codecademy, November 2021 - March 2022.

Digital Marketing Executive · Essential Marketer

March - May 2016

- Managed SEO for a portfolio of about 10 clients, completing 60+ SEO tasks a month.
- Keyword research, competitor and backlink analysis (SEMrush, Majestic), on-page optimisation, schema markup and copywriter briefs, on WordPress, Joomla and OpenCart.

Digital Marketing Manager · Adglow & Adinstall

June 2014 - October 2015

- The company's main source of new leads for a point-of-sale design and installation business, finding them through every digital channel.
- Redesigned both websites and ran the Google Ads and SEO campaigns: **187% more online enquiries**, **130 website enquiries in 16 months** and **£1.85m quoted** from website leads.
- Produced brochures, product photos and video, blog posts and social media content, and monthly performance reports.

Chief Operations Officer · Venture PR Marketing & Design

March - June 2014

- Designed websites, logos, product data sheets, technical manuals, flyers and merchandise for clients, and ran their social media.

Earlier career in IT (1987 - 2014)

Dates	Role	Company	Highlights
Nov 2013 – Mar 2014	Sales Support Engineer	Centerprise International	Sales literature, customer visits and website updates; set up the Microsoft Dynamics CRM server
Nov 2008 – Oct 2013	IT Support Engineer	Scyron	Ran IT and customer deployments, including systems for police counter-terrorism units; redesigned the company website
Oct 2007 – Mar 2008	Business Systems Co-ordinator / IT Manager	Lorica Consulting	IT for four northern branches: Windows servers, Exchange, Citrix, OpenGI
Feb 2005 – Jul 2007	Technical Consultant	Open GI	Designed and installed customer networks, firewalls and disaster recovery
Jun – Nov 2004	Trainer / Implementor	nGeneration	Classroom and one-to-one training; company-wide Windows XP rollout
May 2001 – Feb 2004	Senior Customer Support Engineer	Network Disaster Recovery	24/7 system recovery and DR testing for over 1,500 UK customers
Nov 1999 – Apr 2001	Information Services Site Manager	SGL Carbon	All IT for the site and offices in Alcester, London and Leeds
Oct 1998 – Oct 1999	Network Manager	Elisabeth the Chef	Network, email, backups and the Year 2000 audit
Dec 1995 – Sep 1998	Technical Engineer	Universal Micro Systems	Networks and multi-user systems for over 1,500 UK clients
Dec 1994 – Nov 1995	Computer Systems Officer	Broadheath Foods	Moved systems to new technology and a wide area network; staff training
Sep 1987 – Nov 1994	Computer Operator	Froude Consine	YTS trainee from school, then computer operator on the IBM mainframe

Skills and tools

Area	Tools and skills
Websites	WordPress, Elementor, Divi, WooCommerce, ACF, Squarespace, Wix; migrations and staging sites; HTML, CSS, JavaScript
SEO and ads	Rank Math, Yoast, keyword research, on-page SEO, schema, backlinks, Google Ads, SEMrush, Majestic
Analytics	Google Analytics 4, Search Console, Bing Webmaster Tools, monthly reporting
Design	Figma, Photoshop, Illustrator, InDesign, Canva; logos, brochures, flyers, signage
Content	Photography, video and CapCut editing, copywriting, blogs, Facebook, LinkedIn and YouTube
Working	HubSpot, Asana, Everhour, Microsoft Teams; client meetings, training and project management

Education and qualifications

- Google Digital Marketing certification
- CPD-accredited diplomas. **Web:** Website Design, Website Development, Mobile App Development. **Design:** Graphic Design, Advanced Graphic Design, Adobe Photoshop, Adobe Lightroom. **Photography:** Digital Photography, Smartphone Photography. **Marketing:** Digital Marketing, Blogging and Content Marketing, Video Marketing, Social Media & Online Reputation.
- Elgar High School, Worcester: 8 O-levels (1982 – 1987)

Interests

Smart home and energy management (Home Assistant running our solar and battery system), retro computing, Formula 1, piano, swimming, snooker, golf, reading, and walks with Poppy, our German shepherd–husky cross.