



Shaun Myandee

Business Director - Digital

📍 Szeged, Hungary

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Languages

English (Native)

French (Basic)

About

I am a talented Digital Marketer with a specialism in SEO. I am an accredited individual member of the IPA, highlighting my broad skillset.

I am naturally adept at business development, having led and won pitches worth millions in new revenue to my agency, and I am responsible for crafting and deploying agency marketing strategy to ensure a strong prospect pipeline.

I am an excellent communicator and collaborator, leading large teams effectively to deliver impeccable, efficient service to my clients.

BRANDS WORKED WITH

- Artefact
- IG
- Performics
- Red or Blue Digital
- Self-Published
- Spark Foundry

Experience



● Business Director

Spark Foundry | Mar 2023 - Now

Client lead for two large digital accounts, Elsevier and Crucial. Direct management of 3 digital planners, indirect management of 15-20 digital specialists. Managing £10-20m total media spend across the two clients, across all digital channels. Day to day lead on strategy, planning and account delivery. Responsible for PPC, SEO, Paid Social, Programmatic.



● SEO Account Director

Artefact | Sep 2021 - Mar 2023

● Freelance Digital Strategist

| Sep 2020 - Mar 2023

Freelance Digital Marketer and Strategist with extensive business development experience.

Background specialism in SEO, with broad digital skillset. Able to support clients with SEO, Content Marketing, Google Search Ads, Facebook and Social Ads, Performance Marketing and planning on a freelance consultancy basis.

Hold a Google search & Shopping Ads certification, Google Analytics certification, and MIPA accreditation with the IPA.



● Strategy Director

Performics | Apr 2019 - Aug 2020

I was promoted to this role after my success at winning, and then leading, what became Performics' second biggest account by revenue in the UK. I led a cross-channel team of 13 people delivering work across markets, and built an extremely strong relationship with key client stakeholders. I have since moved over into a pure strategy lead role within Performics, helping to develop the agency vision, positioning in the market and overarching strategy, as well as driving new business efforts and providing high level strategic support across some of Performics' biggest clients.



● Performance Planning Director

Performics | Apr 2017 - Mar 2019

Performics is the performance marketing arm of Publicis Media, serving as an arm of the other group agencies and also servicing its own direct clients

The Performance Planning team sits across all channel disciplines, in-

forming overall approach and strategy for Performics AOR clients

Due to my skill and experience with pitching and business development, I joined the team to lead and coordinate new business across channels, to help codify and develop the Performics "product," and to lead agency marketing efforts

I also co-ordinate digital strategy for a major high street fashion brand



● Account Director

Performics | Oct 2015 - Apr 2017

Performics is the performance marketing sub-brand of ZenithOptimedia, a complex media company which is itself part of the global Publicis Groupe.

I lead a team of 10 content and technical SEO specialists, handling the SEO accounts of a portfolio of clients including a major banking group, a major automotive manufacturer, a luxury haircare brand and a major UK mobile network. I am responsible for leading, defining and overseeing implementation of high-level strategy for SEO and owned media channels.

I am responsible for guiding the digital strategies of my clients at a high level through training and internal thought leadership. I also assist key stakeholders in communicating complicated SEO & Content concepts and plans simply.

I contribute to business pitches for both incremental business from existing clients and also new business prospects. I frequently lead these pitches and have won several.

I am a key contact for my clients, ensuring their accounts are running smoothly, but also serving as a strategic resource for them. I am frequently called upon to assist and lead meetings with their own senior and C-level management to drive strategic change.



● SEO Account Manager

Performics | Dec 2014 - Sep 2015

In my role as SEO Account Manager I handled the accounts of a major banking group and a luxury haircare brand. I largely focused on account management, reporting on performance and technical SEO at scale. I was also responsible for defining and implementing search strategy for these accounts from a holistic SEO viewpoint, including content marketing activity.

I held, managed and led meetings both internally and with clients to outline progress against KPIs, as well as discuss future plans and strategies.

I assisted senior members of the team in pitching for new and additional business from new and existing clients. I carried out research, helped define strategies, helped construct presentation decks & other documentation, and attended meetings.

I line managed one Account Executive directly and indirectly managed a team of 3 content writers.

My tasks & responsibilities also included: Account management; On-site & technical optimisation; Technical audits/fixes and ad-hoc recommendations; Reporting and structuring of reporting frameworks; Content ideation; Analytics and analysis; Training and education of junior employees.



● Search Manager (APAC)

IG | Feb 2014 - Nov 2014

IG Group is a FTSE 250 listed financial services company, whose core product is an online platform for the trading of financial derivatives.

As Search Manager for the Asia Pacific region, I managed activity for Australia, Singapore, Japan and the USA. Additionally I looked after activity for Dubai and China.

My responsibilities covered all SEO activities in these regions and ran the full range of SEO work.

A significant part of my role was financial copywriting. I used my writing skill and experience to create and publish articles on the financial markets and related topics.

I assisted with social media and provided advice into other campaigns where there was a strong online component.

My tasks & responsibilities also included: On-site optimisation; Technical audits/fixes; Link building; Outreach; Content creation (copywriting); Agency management & creation of tactical campaigns; Web analytics & analysis.

● **Writer**

Self-Published | Jul 2012 - Dec 2013

I worked full time on my novel Ametsapolis Rising, which I wrote, edited and published myself.

After completing my first draft in April 2013, I self-published my finished book on the Amazon Kindle store and in print in September 2013.

I worked on the marketing and promotion of my book: to date, I have sold over 1k copies, and had approximately 50k free downloads. The book has peaked as high as 9th on the overall Kindle free charts, as well as in the top ten for several categories in the paid charts.

This experience taught me a great many skills, especially self-motivation, strict self-imposed deadlines and greater command of the written word.



● **SEO Analyst**

Red or Blue Digital | Mar 2011 - Jun 2012

Red Or Blue Digital was a digital marketing consultancy specialising in SEO. I joined as the company's first full-time employee.

Working very closely alongside the owner/MD, I helped service all the agency's clients as well as grow the client list. During my time at the company it grew to employ two other full-time employees and several interns.

My tasks & responsibilities also included: On site and technical optimisation; Link building; content creation and outreach; Web analytics; Client management; Assistance with site builds; Hiring, training; supervision of interns

Education & Training

2007 - 2010 ● **King's College London**
LLB,

2000 - 2007 ● **Wilson's School**
A Levels,