



# Ryan May

Digital Marketer / Digital Analyst

London, UK

[View profile on Dweet](#)

## Languages

English

## About

Digital marketing professional with strong and varied experience working for B2B and B2C companies. As part of my duties, I have managed social media channels, email marketing, content creation, paid search/display, managed projects, deployment, analysis and much more. I'm always keen to expand my scope of expertise and knowledge, ensuring that my work adds real value to the business. Good team-player, I have the drive to work, learn and constantly progress and contribute to team efforts.

### BRANDS WORKED WITH

- Axon Media Ltd.
- Caliston
- Carspring
- Last Word Media + Bonhill Group Plc
- Macmillan Cancer Support
- Webdesign7

## Experience



### Digital Analytics Deployment Analyst

Macmillan Cancer Support | May 2022 - Now

#### Achievements:

- Strong contributor into the planning, set-up, and reporting on GA4 across our websites.
- Supported various board requested reports to translate raw data into meaningful insights for future discussion making plans across Macmillan's revenue campaigns.
- Overhauling our auditing process for our cookie and tag audits to review consent and risk and investigation when needed.
- Reactively leading in the deployment of new tracking on sites to further improve our reporting.
- Project manager various key campaigns in a drive to adapt to a cookieless future such as Google Search Console, Google Enhance Conversions, Google Signals, Epsilon and Semasio.

#### Responsibilities:

- Manage strong day-to-day relationships with our advertising agency in relation to campaign tracking deployment and with our agency supporting our migration to GA4.
- Manage and own the development and delivery of reporting dashboards (Google Data Studio & Power BI) for several campaigns/websites.
- Implement technical tracking solutions to measure KPIs through best practice configuration of Google Tag Manager and Google Analytics the needs of internal customers and that Macmillan's reporting remains current and comprehensive.
- Deep dive investigating on an ad-hoc basis into specific subjects to answer questions and solve issues.
- Collaborating with the Fundraising, Marketing and Innovation team to discuss campaign reporting requirements, ensuring we are providing as much insight as possible from the beginning.
- Ensuring tracking implementation of registrations and donations are up to date and all reporting resources are viewable by the necessary departments for all campaigns incl. Coffee Morning.
- Implementing and managing various tools via GTM such as Hotjar/GCM/GEC and being able to provide reporting metrics and insight by using these tools.
- Monitoring and reporting on cookie consent performance via OneTrust CMP.
- Monitoring and reporting on cookie and tag audits via ObservePoint.
- Ensure that all insight learnings, data and reports are stored centrally, that content is well managed, and that information governance and security are considered appropriately.
- Working alongside other teams within Insight and Performance to collaborate on reports and projects.
- Proactively researching and evaluating with relevant stakeholder viable solutions to cater to the cookieless future and putting plans in place to implement these solutions.
- Providing regular department updates and training on the new

tools/platforms/projects we are undertaking and how they will benefit Macmillan's campaigning.

## ● Digital Marketing Executive

Axon Media Ltd. | Jan 2021 - Now

Achievements:

- Created a multi-segment email response automation on our lead generation downloadable content leading to new business intent for our sales team to develop.
- Creation of an in-depth yet digestible website/marketing/lead-gen report covering all aspects of business allowing for a central report to review and collaborate over future business plans.
- Managing a large internal B2B Sales/Marketing email outreach campaign leading to driving high quality leads to join our sales funnel journey.
- Managing a competitive investment-industry lead-gen PPC campaign, reducing CPL by over 75% within 3 months while maintaining high-quality leads.
- Team lead in ensuring all deployment is audited and compliant with user consent requests.

Responsibilities:

- Manage a variety of digital marketing campaigns (PPC, Display, Video, Paid/Organic Social, Email, SEO)
- Day-to-day implementation of campaign optimisation (account management, keyword development, budget optimisation, strategy, tracking, planning, a/b testing, and catering to client objectives overtime.)
- Monitor and analyse campaign reporting, providing feedback, and planning further improvement for future campaigns.
- Review website performance to recommend SEO optimised page projects based on traffic and business goal needs.
- Regularly carrying out SEO duties (Backlink auditing, link-building, keyword research, site auditing, and meta title/description reviewing.)
- Set-up, manage and optimise large-scale B2B sales/marketing to pursue new business intent for the sales team to pursue.
- Manage multi-segment lead generation email automation journeys to pursue new business intent.
- Manage, implement, report, and optimise Axon's social media content plan based on business services, brand awareness, and industry topics/news.
- Creating, sending, and reporting on weekly newsletter send-outs within our publications.

## ● Digital Marketing Executive

Last Word Media + Bonhill Group Plc | Jun 2019 - Dec 2020

Achievements:

- Created a 'New User' PPC campaign to help drive new users searching for relevant terms to our website. Within the first 2 months, the campaign gained 10% of all new user traffic to which we were able to see a newsletter subscription increase within the same period.
- Created, implemented, and managed the marketing plan of a physical planned event series to an online guide series to which we were able to gain 700+ registrants and create an 'ever green' content series for the future with affiliate commission content.
- Using the reporting of previous email marketing campaigns to find out the best performing email structure to follow as best practice and perform further A/B testing. Doing so meant stabilising our performance while then being able to set up an optimisation plan to test and develop.
- Using Google Data Studios to design company-wide website reports which allow all members of the group to view analytics within any period leading to better clarity of website performance and static knowledge.
- Being an integral part of moving our physical events to online webinars leading to creating 29 landing pages, API forms, and multiplatform marketing plans to capture registrants for lead targeted webinars in partnership with global clients in the height of lockdown.
- Working on a website 'refresh' which leads to capabilities to drive users to different versions of the same website depending on their geo-location. This meant a more targeted approach for website editorial content and we can provide specific sponsored content based on geolocation, further optimising engagement.

Responsibilities:

- Creating in-depth web traffic reports regarding all brands to update the

company board. (Google Analytics + Google Data Studio)

- Planning, monitoring, optimising, and reporting PPC campaigns across multiple company brands and campaign purposes such as lead generation, awareness, and website traffic increasing. (Google AdWords & Google Analytics)
- Analysing and interpreting web traffic data, to make recommendations to improve overall website performance to increase visibility, traffic, pages per session, and session duration.
- Designing and scheduling bespoke solus email and newsletter campaigns and providing reporting and analysis.
- End-to-end management of sponsored campaigns across email, social media, web display, e-mags, sponsored content/articles/videos. (WordPress, Joomla, Adestra, Campaign Monitor, Google Ad Manager, Google AdWords, BlueToad, Teads)
- Reporting and making recommendations to improve email campaigns, display campaigns, and video campaigns to continually optimise the quality of our campaigns.
- Creating, implementing, and managing multiple marketing plans for various campaigns while effectively using all platforms to execute the plan.
- In collaboration with sales, clients, dev teams, and production to create new sponsored microsites/guides/white papers and webinars for promotion and lead generation/affiliate revenue.
- Manage communications and relationships with sales and external clients to ensure on-time and high quality campaign delivery.
- Created and led an induction session for the CMS system Joomla and WordPress to clients and colleagues.
- Regularly using SEMRush to maintain website health and optimisation across all brands.
- Using Adobe Photoshop and Video Editor to create, edit and optimise content in preparation for marketing campaigns.
- Discussing, planning, drafting, and managing website redesign projects for one of the main brands.

## ● Digital Marketing Executive

Webdesign7 | Feb 2019 - May 2019

- Developed and curated content for campaigns to promote Webdesign7 to help increase brand awareness including paid Facebook, Twitter, and Instagram
- Provided reports and analysis to the Managing Director and clients to demonstrate effective return on campaigns. (Google Analytics, SEM Rush +)
- Writing, editing, publishing, and promoting blog content to the company's blogs on a regular basis
- Carried out all SEO activities for the business and clients: (SEO focused content creation, backlinking, Google MyBusiness optimisation, disavow campaigns, any errors, redirection, meta title/desc optimisation, link building)
- Set up, managed, optimised, and reported online search ads (Google Ads & Bing Ads)
- Managed communications with clients regarding marketing work and contributed to client meetings alongside the managing director
- Created client Social Media, SEO, PPC and website audits

(September 2018 - Jan 2019 -Time off to care for a family member)



## ● SEO Executive (Contract)

Caliston | May 2018 - Aug 2018

- Managed communications with digital journalists and bloggers
- Optimized digital assets, including text, graphic, and multimedia assets, for search engine optimization (SEO) or for display and usability on internet-connected devices
- Supporting the Managing Director in marketing campaigns
- Developed and implemented SEO strategies using tools such as WordPress, Google Analytics, Google Search Console, and various SEO tools such as MOZ Tools, Cognitive SEO
- Developed and curated website content - Tracked and acquired link building opportunities
- Investigated and managed copyright infringements against client content - Implemented Disavow projects - Investigated and reported website redirections - Creating and optimising Google My Business accounts

## ● Digital Marketing Apprentice

Carspring | Jun 2016 - Jun 2017

- Analysed third-party data and investigated new content opportunities
- Coordinated art, graphics and video creation for effective merchandising
- Developed and curated content for all social media accounts
- Developed campaigns to promote Carspring and help increase brand awareness and sales, including paid Facebook and Instagram campaigns through Smartly
- Developed (copy, distribution) of email marketing campaigns (Mailchimp) and contacted potential referral scheme clients through phone and email using Mailchip
- Provided accurate reports and analysis to clients and company management to demonstrate effect return on campaigns. (Google Analytics, MOZ SEO, SEM Rush)
- Contributed to the company's blogs on a regular basis using WordPress
- Contributed to SEO optimisation, PPC adverting.