



# Myles O'Brien

SEO specialist and Digital Marketing Consultant

Manchester, UK

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## Links

[LinkedIn](#)

## Languages

English

## About

An effective SEO Marketing Manager with experience in Media and Adtech within the Digital and Advertising Industry. Passionate about designing and implementing SEO strategies while working closely with customers to ensure alignment between marketing activities and business goals. Strong communication and interpersonal skills, a strategic thinker with a proactive 'can-do' approach. Excellent negotiation and problem solving abilities and thrives in a challenging environment. Constantly seeking new clients to bring on board through sales funnels, networking and contacts. Working individually and within teams to hit targets, with a proven track record of exceeding KPI's.

### BRANDS WORKED WITH

Boost agency

HWAgency

SEVENTY7 GROUP (PHOTOLINK)

## Experience



### ● SEO MARKETING MANAGER

HWAgency | Jan 2018 - Now

Optimizing individual web pages around a specific keywords, in order to gain more search traffic from queries that include that keyword. Key Responsibilities: Responsible for increasing website traffic through both on-page and technical SEO. Optimizing individual web pages around a specific keywords, in order to gain more search traffic from queries that includes keyword optimization. Using long tail strategy to maximize on ROI. Outbound lead generation, via a multitude of communication channels to build a strong and fruitful pipeline of new prospects and existing customers. Providing forecast plans based on granular data, market trends, and competitor analysis. Identifying and successfully managing new business, up-selling & cross selling opportunities. Building strong rapport with key decision makers. Managing the prospect negotiation stages, whilst ensuring the client has a harmonious experience throughout the customer life cycle & sales journey. Responsible for landscaping, architecture of the website, and monitoring the sales cycle. Liaising effectively across all internal functions – Tech, Marketing, On-boarding, and delivery. Producing proposals, decks and estimates that achieve the business' goals and presenting to external stakeholders.

•Regularly reporting on the pipeline growth, working with the client services team with handovers. Key Achievements Generated and built a highly fruitful pipeline within the first 3 months. PPC and Google Analytics qualified. Worked with Moz

### ● LEAD TRAINER (CONSULTANT)

| Jan 2016 - Jan 2017

### ● HEAD OF DIGITAL

Boost agency | Jan 2008 - Jan 2016

### ● AND PRODUCTION

SEVENTY7 GROUP (PHOTOLINK) | Jan 2007 - Jan 2008

production. Key Responsibilities: Assisting in the creation, styling and staging of a variety of photo shoots for use in professional fashion brochures, with the focus on creating striking and forward-thinking content. Over 100 shoots including video production for a range of companies including Argos, John Lewis, JD Sports and Littlewoods. Key Achievements Proudly worked with many well-known photographers and models. Proved self-worth by working my way up to fashion photography assistant from starting position as a warehouse clerk. Learned how to use camera equipment and honed photography skills by closely working with professional creatives.