

# Adrian Phipps

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## Summary

Highly experienced SEO & digital marketing professional and Brighton SEO speaker with proven success of SEO management across large global sites, Outreach, eCommerce, SEO team building, SEO training and analytics implementation & reporting within B2B / B2C organisations, international blue chips and digital agencies across Travel, Medical, Insurance and Publishing sectors. Experience using agile principals, CMS systems (Wordpress, Sitecore) analytical reporting platforms (GA, Adobe) customer data technologies (CRM), email systems (Emarsys, Dotmailer) and SEO tools such as Brightedge, Moz, Ahrefs, Majestic, SEMrush, buzzsumo, Deep crawl, Search console, Ninja-outreach.

Excellent analytical, communication and presentational skills at senior level combined with ability and experience in understanding revenue implications and significance of joined-up multi-channel digital solutions and technology that deliver integrated solutions in line with commercial objectives.

## Experience

2015 to 2017

### Saga

Folkestone

#### SEO and Analytics Manager

#### Role and Responsibilities

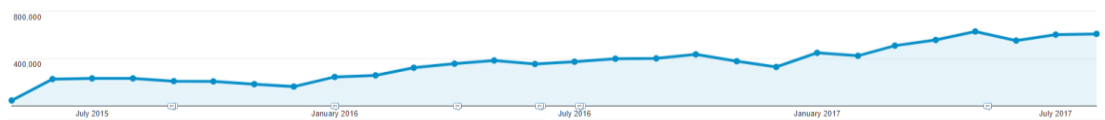
Responsible for the development and implementation of SEO strategies, outreach strategies, content strategies and optimisation strategies, ensuring best practice through On and Off page SEO.

Providing hands-on content leadership and content guidance, supporting and mentoring the digital content team, marketing functions, delivering leadership, training, tools and SEO direction and support for ensuring optimised content for search and conversion. Responsible for digital analysis across the digital output; build, administer, monitor, report and interpret data & metrics into actionable insights.

Responsible for managing technical SEO. Ensure CMS templates and code adhere to the latest SEO and device (https, mobile, amp, rich data) best practices are followed ensuring organic success. Review and manage off-page SEO – backlink management; minimising the possibility of Google penalties.

#### Achievements

- **176%** organic growth in two years – 225K organic monthly sessions to 625K per month
- 233% session growth in two years - 300K monthly overall sessions to **1m+** per month
- Quick answer (featured snippet) growth from 0 to 365 in two years
- Invited to present on the main stage at Brighton SEO conference (April 2017)



#### SEO & Digital projects

- Train and manage the content team to deliver SEO optimised articles
- Conduct weekly, and monthly site/ content audits for SEO and CRO
- Produce monthly analytical & e-commerce reports for revenue & content activity (CRO + SEO)
- Support partnerships & e-commerce activities with digital marketing strategy and tactics
- Google Universal Analytics installation with Google Tag Manager & media tags migration
- Magazine website content migration to responsive site (UX, SEO, content and site optimisation)
- Manage link building campaigns and keyword strategy activities

**Web Manager****Role and Responsibilities**

Responsible for the development, management and implementation of SEO and analytical strategies leading to the optimisation of the consumer-facing multi-language website and email system.

Management and mentoring of a team with responsibility for delivering SEO driven solutions in line with marketing and brand strategies while ensuring governance of tone of voice.

Responsible for digital project management, CMS development, CRM optimisation and single customer view transformation (data hub), mobile development and email template development.

Moreover, A/B test management and responsive blog creation, SEO strategy and content management.

Required to prepare and present analytics reports and proposals to senior directors with solutions for improvements or corrective actions across digital channels, SEO and CRM to deliver commercial objectives, marketing strategies and drive revenue.

**Achievements**

Unprecedented increase in online generated revenue (**£47 million**) across four years.

Achieved through SEO, UX optimisation, analytics driven initiatives and email optimisation.

**SEO & UX projects**

- Google Universal Analytics upgrade with Google Tag Manager & media tags migration
- Homepage redesign (a/b testing, SEO optimised, UX optimised, HTML/CSS)
- Mobile responsive website and booking engine design and development
- Responsive blog (Design, project management, SEO optimisation, UX, multi-language)
- Email templates and creative designs (Optimised for delivery and content)
- CMS development based on analysis and optimisation roadmap
- Manage link building campaigns and keyword strategy activities

2004 to 2010

**Smiths Medical**  
Global Internet Manager

Hythe / Ashford

**Role and Responsibilities**

Identify and manage the delivery of digital solutions to drive B2B global customer engagement, segmentation development and support medical sales enquiries both off-line and online, in line with global business units and key account KPIs. Support the marketing and communications functions globally across digital and print to deliver integrated creative solutions and campaigns.

Provide analytical insights to the global marketing teams with solutions for improvements or corrective actions across all digital channels. Create global and localised SEO strategies to deliver commercial objectives, marketing strategies and drive medical sales enquiries in the UK and internationally.

Responsible for digital project management, CMS development and analytical tools (Google Analytics, Tealeaf) development, CMS and SEO training and management internationally.

**Main achievement**

£1 million in publishing savings across 18 months due to InDesign server-driven online PDF creator tool; enabling personalised PDF brochures to be generated, driving thousands of sales enquiries.

**Digital projects**

- Project managed 37 international websites into a single global website encompassing three thousand medical products supporting 23 languages/ territories and multiple teams.
- Single website design & development – reflecting new brand guidelines and tone of voice.
- Supporting international sales and marketing teams, offline channels and media strategies.
- Delivered localised SEO training program to CMS users and marketing teams internationally

2002-2004

**Ancestors of Dover**  
Graphic Designer

Dover

**Role and Responsibilities**

Support the business strategies and objectives across print, web and email. Using QuarkXpress, Illustrator, Photoshop and Dreamweaver to create websites, emails, product brochures, packaging and supporting literature for sales agents. Act as the creative and technical lead for interpretation and delivery of briefs across print, websites and email. Implement and manage analytics tools such as Urchin (precursor to GA). Create outreach networks and campaigns to drive search engine rankings.

**Skills utilised**

- Product brochure creation and supporting print literature
- Product packaging artwork and print lay-up
- Artwork management and brand integration across print and the web
- Website creation (HTML/ CSS) and site management
- Email creation (HTML/CSS)
- Technical support
- Search directory management

1998 to 2002

**Digital Media Agencies & Companies (Pfizer, AKQA)**  
Contract and freelance digital media and graphic designer

**Roles and Responsibilities**

Create print and digital solutions (web & email) based on conceptual briefs and marketing requirements from agencies and clients; utilising QuarkXpress, Photoshop, Illustrator, Dreamweaver, Flash and video. Solutions ranged from Web sites (Brochureware and e-commerce) Flash-based CD-ROMs, logo creation, branding, DM literature, integrated marketing communications (the web, email, stationery, leaflets, posters, event artwork)

**Professional Skills**

- Brightedge
- Moz
- Ahrefs
- Majestic
- Deep Crawl
- Ninja-Outreach
- Google Analytics/ Google Tag Manager
- Adobe Analytics (Omniure)
- Adobe Target
- HTML/CSS
- Wordpress CMS
- Ektron CMS
- Sitecore CMS
  
- Photoshop / Illustrator / Dreamweaver / In-Design
- Axure
- ClickTale
- Single Customer View / CRM (RightNow)
- Email delivery systems (Dotmailer, Smart focus, Emarsys)
- Microsoft Office

**Management Skills**

- Experience managing teams and large budgets
- Mentoring, coaching and development experience
- Project management – (Certified Agile Scrum Master)
- Presentation skills
- Training and assessment experience
- Analytical tools management within blue-chips

**Education**

2017/2018	<b>London South Bank University</b> - MSc Digital Marketing	<b>London</b>
2014	<b>Agile8</b> – Qualified Scrum Master	<b>London</b>
2008	<b>IDM</b> - Postgraduate Diploma in Digital Marketing	<b>Teddington</b>
1998	<b>Salford University</b> - Politics and History – BA (Hons)	<b>Manchester</b>
1995	<b>Brockhill Park School</b> - Multiple A' levels and GCSEs - English and Maths	<b>Hythe</b>

**Passions** County lawn bowls player, filmmaking, live music and motorbikes

**References** Available upon request