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Profile

I am hard working, articulate and have very good attention to detail. I have good problem solving skills and can demonstrate ingenuity and versatility. I work well both individually and as part of a team.

Throughout the three years of my career in digital media, I have learnt how to work to deadlines and have developed my time management and organisational skills. Past work experiences have also given me the opportunity to develop my marketing and client management skills, which have helped me to build relationships with both colleagues and clients.

Education

Wilnecote High school & 6th form.
Sep 2005-2011

GCSE's

- English – B
- English literature - B
- Maths – C
- Science – C
- Additional science - B
- Geography – A
- Graphics – B
- ICT – B
- PE BTEC 1st – Distinction * (equivalent of two A*'s)
- Citizenship – B

NITP Microsoft Academy Tamworth
Jan 2012-June 2012

Advance Diploma

- Level 3 Diploma in ICT professional competence
- Level 3 Diploma in ICT systems and principles

Other

- CompTIA A+

Current Employer

SEO Results4u – SEO Manager
April 2015 – Present

In my current job role I am responsible for the management of the SEO team. This role involves creating and implementing the company's online marketing strategy for its wide portfolio of clients. I am responsible for

a team of staff and ensuring our processes are followed correctly. I am involved in the sales process and enjoy meeting clients to find out their business needs. Through this sales process, I explain our SEO services, such as keyword planning, link building and on page features and how these form the foundations of a successful SEO campaign.

I am our clients' main point of contact and enjoy being able to build strong working relationships. With any new clients, I create an initial online document to highlight any potential flaws in their website and how these can be resolved. We make any necessary changes in house as I have a background and keen interest in web design. I have knowledge of using HTML5, CSS, JS and PHP, as well as numerous CMS.

Through the use of reporting software, I review each client's campaign on a daily basis to identify areas to improve. I research and identify appropriate and relevant high authority aged domains using techniques I have developed throughout my career. I then liaise with external copywriters to create high quality content for these domains in order to generate a high quality link for our clients.

Past Jobs

Evolved New Media - Online Marketing Manager
July 2013-April 2015

In my previous job role I was responsible for the management of the online marketing services. These included, SEO campaigns, PPC Campaigns, Email Marketing Campaigns and helping our clients to maximise their websites' full potential. I liaised with clients in order find out their aims and targets for their businesses. I used this information to research potential areas to target in order to improve return on investment. I then implemented these changes by updating websites or email marketing campaigns to effectively target their audience. As part of this role, one of my key duties was to implement an online marketing strategy and to create documentation in order to maintain standards thought the business and to give a consistent target for all members of staff.

Creare Comunications – SEO Consultant
Feb 2013-July 2013

In this role I was the main point of contact for clients and was responsible for the overall SEO campaigns and ensuring its success. I liaised with other departments in the business to ensure the correct procedures had been followed. I specialised in Panda and Penguin recovery and was responsible for helping problem sites to achieve their goals and improve their rankings by analysing their current SEO campaigns. In order to do this, I attended weekly workshops in order to discuss ideas and to gain perspectives on how to adapt the campaign to get the correct results.

Smarterways – Web Designer/ SEO Consultant
Jan 2012-Feb 2013

I was offered an apprenticeship as a web designer at Smarterways for a six-month period. I attend college on a bi-weekly basis, allowing me to gain my qualification whilst also experiencing the industry first hand. At the end of this apprenticeship, Smarterways were happy with my progress and I was offered a full time contract to continue on in my role.

Working at Smarterway enabled me to gain a solid understanding of HTML and CSS, as well as gaining design skills through the use Photoshop and Indesign. I am comfortable with implementing JQuery and PHP into new and existing websites.

During my time at Smarterways, I helped to develop and implement the company's SEO services. I was solely responsible for managing any SEO campaigns and upselling these services to both existing and new customers. I also liaised with clients regarding any hosting or email issues. This helped me to develop my communication and interpersonal skills.

Interests and Activities

In my spare time, I work on my own freelance projects. This includes website design and development. I am currently working on a SEO blog/tool website to share my knowledge and expertise with others in the same industry.

I enjoy sports and often play football and rugby with my friends. I used to play rugby semi-professionally for Tamworth and Staffordshire RFU. Unfortunately, I suffered a cartilage injury and had to give up playing professionally. My time playing rugby helped to build my team working skills and I enjoyed the structured routine.

References

References available on request