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## **Profile**

Hi, I'm Josh and I'm an innovative online marketing specialist. I'm experienced in generating positive results for clients, whether that be through a creative SEO, PPC, Social or Email strategy.

Having worked within the world of digital marketing since the age of 17, I have lots of hands on experience in creating effective marketing campaigns that have the power to elevate the online visibility of hundreds of businesses.

## **Work Experience**

### **Lightbox Digital – Digital Marketing Manager June 2017 – Present**

I'm currently working as the Online Marketing Manager at Birmingham based agency, Lightbox Digital. I'm responsible for the management and delivery of multiple projects with a wide variety of clients. At Lightbox, I lend my knowledge to the effective running of all digital marketing campaigns, from SEO and PPC to Social, Email and Remarketing. The results I've generated at Lightbox so far includes more than doubling the monthly revenue of a client, through a strategic SEO campaign.

### **Kaweb – Digital Marketing Manager June 2016 – May 2017**

In my previous role as Online Marketing Manager at Kaweb in Lichfield, I effectively managed and implemented a wide range of campaigns for more than 30 clients; with these ranging from smaller regional campaigns to international campaigns that targeted multiple countries. As well as managing the portfolio of existing clients at Kaweb, I was also responsible for targeting and on boarding future clients, creating long lasting professional relationships along the way.

### **SEO Results4u – SEO Manager April 2015 – June 2016**

As Online Marketing Manager at SEO Results4U, I was responsible for managing the SEO team. The role involved creating and implementing regular marketing campaigns that aligned with the objectives of ourselves and our wide portfolio of clients. Being responsible for a team meant I had to curate and follow a specific process in order to seek results for every aspect of our campaigns.

### **Evolved New Media - Digital Marketing Manager July 2013 - April 2015**

My previous role at Evoluted saw me plan, deliver and manage a range of different online marketing strategies, including SEO, PPC and Email marketing campaigns. Every day I was focussed on helping my clients maximise their websites full potential, allowing them to improve their return on investment and optimise their digital presence. Part of this role saw me develop documentation that maintained the expected standards of the business.

### **Creare Group – SEO Consultant**

**Feb 2013 - July 2013**

As SEO Consultant at Creare, I was the main point of contact for clients. Overseeing the delivery of SEO campaigns, I was responsible for ensuring their success. By leasing with other departments within the business, it was up to me to maintain an effective and streamlined workflow. Specialising in Panda and Penguin recovery, I played a big role in helping technically problematic sites achieve their goals gradually improving their rankings and offering expert advice and support on their SEO campaigns.

### **Smarterways – Web Designer/ SEO Consultant**

**Jan 2012 - Feb 2013**

After completing an apprenticeship in web design, Smarterways offered me a full-time contract as a Web/SEO Consultant. As my first professional job within the marketing industry, I learnt a lot of invaluable skills and lessons that I still carry with me today. This role is what kick started my desire and passion to fulfil a long and successful career within the world of digital marketing... transforming the digital presence of businesses along the way.

## **Education**

### **NITP Microsoft Academy Tamworth – January 2012 - June 2012**

#### **Advance Diploma**

Level 3 Diploma in ICT professional competence

Level 3 Diploma in ICT systems and principles

### **Wilnecote High School - September 2005 - 2011**

#### **GCSE's**

10 GCSEs (A\*-C)

#### **Other**

CompTIA A+

Google Analytics

Google AdWords Display

Google AdWords Mobile

Google AdWords Search

Google AdWords Shopping

Google AdWords Video