

LIAM O'DOWD

HEAD OF SEARCH | FREELANCE DIGITAL MARKETING

CONTACT



+44 7889 599228



liam@liamodowd.net



London / Ibiza



[LinkedIn](#)

SKILLS

TECHNICAL

Onsite/Technical SEO
Content Curating
Outreach & Link Earning
Local SEO
Online PR
Paid Search
Social Advertising
Social Media Management
CRO
Graphic Design
HTML/CSS
SQL

SKILLS

PROFESSIONAL

Team Leadership
Budgeting
Planning / Strategy
Management
Report Writing
Analytics
Project Management
Client Handling

PROFILE

A digital marketing evangelist specialising in Search; I have gained extensive experience in SEO, paid search and social advertising. I pride myself on being focused on growth, having delivered exceptional ROI for clients in highly competitive areas, often with limited resources. Originally from a creative background as a web & graphic designer, I have a solid grasp on technical requirements and limitations and can identify the ideal balance between creative form and marketing function.

EDUCATION & QUALIFICATIONS

2001-2003

HND Graphic Design
New College Nottingham

2015

AdWords Fundamentals
Search Advertising
Google Academy

EXPERIENCE

HEAD OF SEARCH MARKETING

[Cefar | 2012 - Present](#)

Cefar is a digital design agency based in the north of the UK. In my current role, I am the head of Search Marketing. Responsible for overseeing, managing and executing all aspects of the agencies online marketing for clients. I began this role in 2012 as a freelancer, working one day per week, and in just over 3 years have expanded this role to managing a team of 5 by building the companies digital marketing client base. Achievements include the growth of a key e-commerce clients online revenue by over 250% during a 2 year period, primarily through search marketing and acquisition. I am responsible for management of the team, pitching to new clients, reporting and ownership of clients budgets to deliver maximum ROI.

Since 2013, I have managed all work and responsibilities remotely from Spain, commuting back on a regular basis to meet with clients and the team and to report on progress with the MD.

LIAM O'DOWD

HEAD OF SEARCH | FREELANCE DIGITAL MARKETING

INTERESTS

Travel

Music

Food

Sport

Fashion

OTHER

Licences

Full UK Driving
RYA Powerboat 2
STCW 95

Languages

English | Native
Spanish | Basic

Charity Work

Co-ordinator - Love
From Ibiza Refugee
Support

EXPERIENCE CONTINUED

Freelance Digital Marketing

Pop Digital | 2012 - Present

In 2012 I left my agency role and started freelancing to allow me the freedom to spend more time with my new family. In the time I have been freelancing I have consulted for a wide range of clients, conducting site audits for SEO and CRO, managed large budget, conversion led PPC campaigns, and consulted on wider scope integrated marketing campaigns.

Senior Online Account Manager

JAM Business Media | 2011 - 2012

Working as the primary digital marketing consultant, mainly on lead generation Social Advertising, I oversaw all campaigns from set up to completion. I was responsible for ownership of budgets in excess of £1mper year, setting KPIs and targets, and the management and training of new staff. I implemented conversion rate optimisation projects as well as overseeing the management of internal and external social media channels.

REFERENCES

References available on request