

LIAM O'DOWD

DIGITAL MARKETING SPECIALIST

CONTACT



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United Kingdom



[LinkedIn](#)

SKILLS

TECHNICAL

Technical SEO
Content Planning & Editing
PR & Outreach
Paid Search & Display
Social Advertising
Social Media Planning
Conversion Rate
Optimisation
User / Customer Experience
Email Marketing
Marketing Automation
Analytics

SKILLS

PROFESSIONAL

Campaign Planning &
Cross Channel Strategy
Project Management
Team Management
Budget Ownership
Data Analysis
KPI & Target Setting
Reporting & Presenting

PROFILE

As a digital marketing specialist, I'm focused on one thing: generating new customers for my clients. I have over 15 years of digital experience, using a hands-on approach with SEO, Paid Search and other channels to drive quality traffic that converts. I've helped turn a small family project into a \$1m business, I've delivered paid search campaigns with a 550% return on ad spend and I've increased reach on social media campaigns by 2500%

My background in design allows me to work closely with creative teams to create cohesive messaging and enhance customer and user experiences. My experience as a freelance consultant, collaborating with distributed teams and agencies, has honed my planning and management skills. I'm now seeking a bigger challenge where I can apply the skills acquired over 15 years.

PROFESSIONAL EXPERIENCE

HEAD OF SEARCH MARKETING

[Cefar](#) | 2012 - Present

Cefar is a UK digital agency with offices in Leeds and London. As head of Search I am responsible for planning, managing and executing all aspects of the agencies online marketing. I manage an internal team along with external freelancers and service providers to deliver sustained growth via multi-channel marketing campaigns.

GROWTH MARKETING SPECIALIST

[Get Inbound](#) | 2017 - 2018

Get Inbound is a team of experienced cross-functional business and marketing experts working remotely across the globe. During my time at Get Inbound I applied my extensive digital marketing skills to a growth orientated process. I worked with a number of SaaS, e-commerce and B2B startups. The philosophy at Get Inbound was simple, find cost effective ways of delivering rapid and sustainable customer acquisition strategies.

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OTHER

Licences

Full UK Driving
RYA Powerboat 2
STCW 95

Languages

English | Native
Spanish | Basic

Charity Work

Co-ordinator - Love
From Ibiza
Refugee Support &
Fundraising

INTERESTS

Travel
Music
Food
Sport
Fashion

CONSULTANT EXPERIENCE

MARKETING CONSULTANT

Freelance | 2012 - Present

Over 6 years I have consulted on a varied mix of agency and client side projects, primarily with e-commerce and SaaS clients. Some ongoing highlights include:

- **CimAlp UK – March 2018 – Present**

Responsible for launching ecommerce site of an establish French brand with \$4m+ annual revenue into UK market. Responsible for site migration, translation, planning of all digital channels and liaising with various international teams and suppliers to create cohesive marketing strategy.

- **MiCasaTuCasa - January 2014 - Present**

Provide ongoing paid search consultancy for luxury vacation property business based in Spain. Paid search ads span all of Western Europe, and are delivered in 4 languages. Also provide ongoing support with SEO, email, and PR campaigns and analytical analysis of site and marketing channels.

- **AO Home – Jan 2017 – Present**

Provide SEO, Paid Social & PPC support. Liaise with content writers and edit content. Provide customer discovery consultancy to improve brand message and targeting, helping client create customer personas to improve ROI on paid advertising and content strategy.

EDUCATION & QUALIFICATIONS

2001-2003

HND Graphic Design
New College Nottingham

2017

AdWords, Google Shopping,
Google Analytics
Google Academy