

Jack Evershed

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I am a competent and multi-disciplinary digital marketer with both agency and in-house experience.

Core skills

- On-page optimization and semantics
- Backlink analysis
- Crawl, site speed, and mobile optimization
- Keyword research
- Structured data
- Penalty recovery
- Site migrations

Additional skills

- Content Strategy
 - Analytics and conversion tracking
 - PPC (Adwords certified)
 - Web development - Bootstrap
 - Microsoft Office Suite
 - Adobe Creative Suite
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Experience

- 09/16 - Present** **Advantec**
- Responsible for the organic growth and retention of 20 client accounts in a wide variety of industries.
 - Played an active part in recruitment and expansion of marketing team.
 - Helped reform company processes.
- 04/15 - 06/16** **Koozai**
- Solely responsible for the organic growth and retention of 13 client accounts in a wide variety of industries.
 - Carried out extensive technical and content-driven SEO campaigns, from strategic to granular level.
 - Contributed to award winning blogs and video channel.
 - Delivered internal training session on emerging industry technologies.
 - Received training from several well-known industry figures.
- 07/14 - 03/15** **Roundweb**
- Part of an in-house team for several brands in the property industry.
 - Solely responsible for the creation of a new brand and its growth as a secondary lead generator.
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Education

2011 - 2014 Digital Media BA (Hons) - University of Brighton
