

Sean Reilly

Senior digital marketing professional who creates & delivers comprehensive strategies to drive online traffic, improve conversion rates & deliver tangible results for clients. Husband, father of two & local Scout leader; lover of adventure & doer of marketing.

Key Skills

- Google Partner – AdWords Certified Professional
- Google Analytics, Moz Analytics & Tools, DoubleClick for Publishers, SEMRush
- E-commerce/CMS platforms - Magento, WordPress & Woocommerce
- Expert user of Google & Bing Web Master Tools
- Specialist in digital analytics in high usage environments

Achievements

- Strategy panel speaker - Digital Marketing World Forum, London (2017)
- Winner - Online Retail Awards, Jewellery & Watches sector (2015 & 2016)
- DMA Silver Award – Best Use of Programmatic (2016)
- Finalist – Digital Business of the Year, Lloyds National Business Awards (2015)
- Digital Marketing Mentor & Guest Lecturer, Canterbury Christ Church University

Founding Director - CanMarket Limited

since April 2010

Initially conceived to provide an opportunity for freelance work during the economic downturn, the company has evolved into an independent consultancy specialising in digital marketing & project management, performing ongoing social media management for entertainment industry clients plus periodic customer-facing assignments by consultants within the NHS & UK financial services sector.

Apr to Nov 2017: UK Cycle Centre/CycleSwitch - Led the project to rebrand, redevelop & migrate the existing e-commerce website for UK Cycle Centre (Magento 1, server-based) to CycleSwitch (Magento 2, Google Cloud), with no drop in organic traffic.

- Managed & coordinated remote marketing & IT specialists plus external design agency, with associated budget control
- Created strong online marketing presence via paid channels including PPC, social & display retargeting
- Increased traffic 10-fold & email subscribers by over 50%

Jan to Mar 2015: BaseTouch London – business development for video marketing startup, now part of Offset Media.

Digital Marketing Manager - Watchfinder

Apr 2015 to Apr 2017

Developed a digital strategy & managed the tactical execution for Europe's leading pre-owned luxury omni-channel watch retailer.

- Doubled the volume of sessions/relevant visitors to an already well-established e-commerce website, increasing purchasing enquiries & driving revenues from £36m to over £90m in 2 years
- Introduced programmatic display advertising whilst keeping overall marketing spend vs. revenue under 2%
- Built a new team, managed the budget & established digital as the primary marketing channel to reach new buying & selling customers; offline marketing spend was near zero during this time
- Created a robust toolset for the team to help them make informed decisions across SEO, PPC, paid & organic social, email & content marketing
- Directed the content team in the creation of high value article & video content, providing best practice frameworks for SEO-friendly copy writing, YouTube video creation & social media content
- Collaborated with external agencies to implement PPC, paid social & programmatic strategy, plus econometric reporting as part of a TV advertising campaign
- Launched US, AU & FR sites, increasing international sales & capitalising on FX fluctuations post-2016 Brexit vote
- Developed an advanced Google Analytics implementation using Measurement Protocol to connect the dots between marketing spend & profits; forecasted ROI with a very low margin of error

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Digital Marketing Manager - ExtraDigital

Jul 2011 to Dec 2014

Digital agency providing multi-lingual online marketing, web design, development & content management solutions for an international client base encompassing B2B, B2C & charity/third sector organisations. Responsible for line management of 5 full time staff plus remote contract & freelance resources; built global network of freelance copywriters & multi-lingual translators/local SEO support.

- Coordinated full agency rebrand; beat established competitors on all key SEO metrics
- Developed & executed new customer acquisition strategy including preparation of proposals & tenders. Led pitches & QAs up to executive level including directly to & winning business from the CEO of BarclayCard Business Services
- Designed, project managed & delivered client campaigns across all digital channels including SEO, social & PPC (native, display & re-marketing) plus bespoke campaigns to address extraordinary situations e.g. reputation management, domain migrations & recovery from hacking
- Established permanent head office & workspaces in key London business locations; business development with suppliers & partnerships with other agencies to generate sales leads
- Facilitated client training seminars, promoted knowledge sharing between account management & development resources, created ISO9001 compliant standardised toolset to aid team in collection of key data to enhance strategy & inform clients

Marketing Manager - View London (part of 2 View Group)

Jul 2010 to Apr 2011

2 View Group are publishers of online city guides & event ticket sellers.

- Established & maintained relationships with partners, affiliates, charities, agencies & event promoters in return for high exposure brand coverage (PR)
- Developed large scale SEO & PPC campaigns to drive conversion on high volume low margin ticket sales
- Created campaigns using onsite & third party display plus print, advertorial & social advertising
- Collaborated with editorial staff to plan & develop compelling content to drive website traffic, B2B & B2C marketing communications & press releases for trade, local & national media
- Analysed & interpreted product, market, trend & competitor data, plus 2m+ monthly website visitor statistics using Google Analytics & other internal sources for company-wide reporting
- Social media management & customer engagement via online forums, plus visitor review moderation

Founded CanMarket Limited – April 2010 (see current role)

Brand Manager - RJW Marketing

Jun 2008 to Oct 2009

Exclusive distributor of Flipper dental products to the UK, Ireland & France.

- Commissioned & directed design agency to create packaging & in store POS plus website UI & other design assets
- Coordinated with PR agency to secure coverage in national press; Daily Mail, The Telegraph, Sunday Express Magazine, Mother & Baby and FQ (Fathers Quarterly)
- Organised events & exhibitions; trained & managed event staff, briefed agencies for stand fixtures & fittings, networked with trade contacts for B2B & B2C sales
- Created opportunities for social media engagement using Facebook, Twitter & MySpace; enrolled bloggers within relevant social groups to review products & generate content
- Arranged shipping & transportation of goods to UK warehouse from Malaysia; coordinated product supplies to wholesale & retail customers

Retail & customer-facing roles (1997 to 2009)

Advertising Account Executive - Kent On Sunday (Archant KOS Media)

Account Manager - Take One Media

Field Marketing Executive (Ubisoft) - Infinite Field Marketing Solutions

Team Leader - Dixons Stores Group PLC