

Fiona Jones

Digital Marketing Manager

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A multilingual Digital Marketing Manager with over a decade of experience working with ecommerce and SaaS brands. Proven experience driving leads and revenue through digital, with a strong focus on SEO and SEM. Leads digital marketing strategies and empowers teams of digital specialists to deliver projects across the search and content marketing landscape. A safe pair of hands when handling budgets, forecasts and reporting to stakeholders.

Areas of Expertise

- ◆ SEO & SEM
- ◆ Content management
- ◆ CRO
- ◆ Consumer insight
- ◆ Data analysis
- ◆ Lead generation
- ◆ Project management
- ◆ Budgeting & forecasting
- ◆ Stakeholder management

Professional Experience

The Insight, Cardiff Digital Marketing Manager

April 2017 – Present

Right-hand person to the Head of Marketing, with full ownership of the digital marketing function and operations. Owns the digital marketing budget and builds, executes and tracks lead generation projects via multiple channels, including SEO, email, content and social media. Works closely with the Content Manager and design agency and leads a team of 10 digital marketing specialists.

- Increased organic traffic by 800% and leads by 200% over 12 months by designing a hub and spoke SEM strategy for core services
- Reached 32% average monthly increase in newsletter sign-ups via Facebook and Instagram advertising
- Implemented a referral campaign resulting in over 2,000 new clients and £1.8M in lifetime revenue
- Launched service-led marketing campaigns which generated 10% in free trial signups
- Identified and tested new CRO technologies to aid new customer acquisition and retention for priority services
- Recruited, coached and built out an industry-leading team of 10 digital marketing specialists

The Reach, Cardiff International Marketing Manager

September 2014 – March 2017

Led promotional campaigns and all international marketing activity, including creating marketing materials and taking into consideration cultures, language requirements and country priorities. Developed international and local marketing campaigns based on data, to achieve commercial objectives through targeted segments.

- Identified and managed SEO initiatives and opportunities across UK, France and Spain, generating an 8,000% increase in organic traffic across the markets
- Delivered an award-winning creative campaign, successfully raising the brand's share of voice on a global scale
- Supported sales with localised PPC and email campaigns, generating 3,000 sign-ups

The Brand, Cardiff **Digital Marketing Executive**

July 2012 – October 2014

Leveraged expertise in SEO, PPC, content, email and social media to drive ecommerce revenue. Ran multi-channel marketing campaigns and collaborated with a range of stakeholders from creative, digital, content and insight teams.

- Managed the creation of email campaigns, driving 30% of annual sales
- Created and updated sales and blog pages for search, resulting in page one rankings for target keywords

Education

BA (Hons) Marketing and Business

Cardiff University

3 A Levels, grades B-C

Cardiff College

10 GCSEs, grades A-C

Cardiff Secondary School

Professional Training

Advanced Google Analytics

Ahrefs Certification

HubSpot SEO Certification

Further Details

Fluent in English, Welsh, French and Spanish