

Duncan Carter

Digital Marketing Manager

AREAS OF EXPERTISE

PHP, HTML, CSS & Javascript

All Adobe Packages

Google Analytics & Hotjar

Hubspot

Semrush

Google Adwords

Facebook, Twitter, LinkedIn, Instagram, Pinterest, Youtube

Excel including Pivot Tables

PROFESSIONAL

Higher Professional Diploma in Business Administration (City & Guilds)

PERSONAL SKILLS

Positive attitude

Influencing skills

Patient

PERSONAL DETAILS

*Duncan Carter
London
NW3
M: 0773 331 8959
duncan@duncanjcarter.co.uk
<https://duncanjcarter.co.uk>*

*DOB: 09/03/1984
Nationality: British*

PERSONAL SUMMARY

A highly efficient, innovative and methodical marketing manager with extensive experience of supporting sales departments by reviewing, developing, defining their overall marketing strategy. Can relate well with people at all levels and has the flexibility of working well as part of a team or individually. Comfortable working in a fast paced, hands-on, growth orientated work environment and possessing a proven ability to ensure that brand messages, standards and communications are understood and implemented effectively.

Now looking forward to a making a significant contribution to the marketing department of a company that offers genuine opportunities for progression.

WORK EXPERIENCE

PRS Jobs – Facilities Management Recruitment - London

DIGITAL MARKETING MANAGER May 2011 – Present
Develops strong and innovative digital marketing strategies, using SEO, PPC, and other techniques to drive traffic to company pages and generate interest in company products and services. Creates engaging written, graphic, and video content while staying up-to-date on latest marketing technologies and social media.

Duties:

- Develop and implement SEO and PPC strategies.
- Create and manage link building strategies, content marketing strategies, and social media.
- Innovate and present new marketing platforms and strategies.
- Develop engaging online content including clickbait, forums, videos, graphics, and blogs; monitor and analyse content success.
- Forecast marketing campaign growth and ROI for marketing campaigns.
- Manage email and social media marketing campaigns.
- Contact, interview, and hire third party graphic designers, web designers, and videographers to create unique and engaging content.
- Use Google Analytics, Google AdWords, and other relevant sites.
- Present products and services to the board for budget approval.
- Develop and manage projects and team members, including delegating tasks, reviewing team member work, adhering closely to deadlines and to budget, developing and revising ideas, and implementing projects.
- Keep abreast of new social media sites, web technologies, and digital marketing trends; implement these new technologies in developing campaigns and update current campaigns to include new information.
- Website Optimisation and Design using PHP, HTML, CSS and Javascript.

KEY SKILLS AND COMPETENCIES

- Experience of executing a successful website marketing campaign.
- GDPR Certified.
- Track record in the development and implementation of online marketing campaigns.
- Able to quickly understand customer needs and to deliver timely and cost-effective solutions.

ACADEMIC QUALIFICATIONS

Online Marketing Fundamentals and Inbound Marketing
Google & Hubspot 2017

Awarded Certifications: SEO, E-Commerce, Email, Video, Adwords,

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EXPERIENCE CONTINUED

PRS Jobs – Facilities Management Recruitment - London

SENIOR RECRUITMENT CONSULTANT May 2007 – 2011

Working long hours contacting employers and clients and talking to them to gain a better understanding of their requirements and needs. Then building an understanding of their industry and corporate culture and finally scouting for potential employees for their open positions.

Duties:

- Helping clients to find suitable candidates to fill their vacancies.
- Involved with the marketing of creating job adverts and placing them in relevant job boards, journals and publications.
- Building a database of candidates and clients through cold calling, networking and community involvement.
- Involved in the negotiation of salary between both candidate and client.
- Providing advice and guidance to clients on appropriate pay, training and career development.
- Implementing many key systems to improve efficiency, time and money including multi-job posting, social media advertising and events.
- Key member in overseeing an integration of another business within the brand including marketing and business development.

KEY SKILLS AND COMPETENCIES

- Comprehensive understanding of all current UK employment law legislation.
- Strong decision-making skills and the ability to prioritise and plan effectively.
- Ability to control multiple project activities simultaneously.
- Can manage high quality delivery while developing strategies.

Reed Engineering – Engineering Recruitment – Milton Keynes

RECRUITMENT CONSULTANT 2006 - 2007

JM Staff Services – Driving/Engineering Recruitment - Northampton

RECRUITMENT CONSULTANT 2001 – 2003

ACADEMIC QUALIFICATIONS

AVCE Double Award in Business
Northampton College 2003 - 2006

Covered Marketing, Sales, Law, HR, Finance, PR, Planning and Market Research.

NVQ Level 2 Business and OCR Text Processing
Aston Commercial Training - 2000 - 2001

Part of an Apprenticeship within Business/Touch-type 60 words per min.