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I am a very rounded and experienced individual with life skills that encompass the development of emotional and physical prowess as well as the more intellectual aspects associated with digital marketing. For the past 15 years, I have interchanged and balanced my skills and experience between digital marketing/business consultancy and supporting young children and young people.

My digital experience over the past 5 years includes:

- A current focus on Online Wellbeing Ventures and holistic energy – the emphasis is on natural SEO and online sales. This endeavour keeps me on top of competitor analysis, benchmarking and creative content across multiple platforms. Marketing includes, running wordpress, memberpress, clubhouse and webinars etc for [Be Super Ltd](#) and www.live4energy.co.uk
- A digital marketing business – 1to1.me.uk – I have recently finished various e-commerce, web design, SEO and PPC campaigns for a number of clients. These were ongoing since January 2017.
- May 2022 – I am currently supporting a small venture set up and sell their physical shop products online.
- January 2017 – June 2017. PPC and SEO campaign for a company in Bradford. I increased their CTR from 0.12% (google managed campaign) to between 2.5% – 10.3% CTR. I improved their PPC page position from an average of 3.0 – 3.5 to between 1.1 and 1.5. I improved their quality score from 1:10 to between 7:10 and 8:10 (and this is for non-brand name keywords).

During this period I used SEO Moz, Screaming Frog and Yoast.

Additional digital projects included:

- (July – August 2016) **2-month contract for a self-storage company in Oldham.** I redesigned their website and applied SEO techniques, social marketing and a new digital newsletter to engage with new customers and expand the business. I also trained in house staff on SEO techniques and social media.
- (May – Oct' 2016) **6-month digital marketing contract for health foods and holistic lifestyle business in Bury.** I operated as a new business development manager, with a focus on sms and email marketing using HTML5 landing pages that I designed. I helped establish contact with new clients, managed bulk email and sms campaigns with analytics to a database of customers, attended meetings, submitted proposals and confirmed details by email and text. I set up an online bookings system and payment facility using a variety of paypal buttons and I also established an affiliate scheme arrangement. I designed the front end and back end functionality of the website and optimised it. The owner also had another business and I facilitated the development of this.

- (February – July 2016) **6-month contract for an Industrial Insulation Company.** I developed a new website and secured Google 1st page position for 6 top keyword phrases. I was also used to develop new business via email marketing, telesales and field sales. I became familiar with Email software such as MailChimp and its associated analytics. I secured over £200,000 worth of business within this short time period. In addition to establishing a regular point of contact with insulation sector buyers I also established contact with architects, buyers, specifiers and merchants. I also maintained contact with existing customers. I have extensive experience of organizing, managing and attending trade shows and exhibitions, as well as putting in place timely follow up procedures.
- (Jan – May 2016) **5-month contract for a Wi-Fi Business.** I was involved in managing their entire digital marketing campaign. I designed a new website using HTML5, PHP5, JQuery and CSS3. During this period I also qualified as a certified Wi-Fi engineer for Airtight Wi-Fi. I completed various wi-fi installations and used social wi-fi marketing and analysis to help the business expand. I designed new landing pages linked to the social wi-fi connections and developed vouchers for push marketing
- (Dec '15 – Feb 2016) **3-month contract for an SMS and Email marketing business.** I integrated sms and email technology with websites and landing pages using PHP, HTML5 and CSS3. I used short keywords and short numbers to manage sms marketing campaigns. I developed new landing pages for auto response pages and used PHP5 to back code the system to allocate new sign ups to specific users.
- (March – July 2014) **6-month contract for a car leasing company.** I saved them £8.5K per month on PPC by securing 1st place Google position for 40 top keyword phrases with natural SEO. I redesigned their website and set up and managed a successful social media campaign and supported their own marketing.

Previous experience from 1983 – 2014:

Since qualifying as a business analyst I have run my own business ventures since the age of 21. During this period I have been contracted in for various periods by other organisations such as the grocery giants Nabisco, MCFA, Kirklees Local Authority and many SME'S.

I have extensive experience of managing the complete sales or business process from initial identification of a prospect, through scoping requirements to successful contract negotiation and close. I am very comfortable presenting concepts at Director Level and of closing deals when the opportunity presents itself, whilst maintaining a high degree of personal integrity. I have achieved this with various companies and within various sectors and have processed multiple deals varying in size from £25.00 to £350,000.00

In addition to project management, sales and communication skills underpin much of my working life – and this is a big help when discussing digital requirements with clients!

- I have been selling products and services for over 35 years, I have a consultative style of approach and great relationship building skills.
- I have run events and exhibitions all over the UK and managed PR campaigns with media and print.

- I generated over £250,000.00 worth of new business for a start up interior landscaping and design business within the first 12 months.
 - I won contracts for a management consultancy firm securing 3 years worth of full time business for 5 consultants.
 - I won a contract to 'be the planting contractor' at GMex exhibition centre in Manchester and generated over £15,000.00 business per week.
- I have had success with B2B sales, B2C sales and had success in sectors with lengthy procurement routes.
 - I have sold to specifiers in the construction business, NHS, Local Authorities, schools and colleges etc.
 - I tendered over £900,000.00 worth of playground equipment and soft play surfaces to schools, local councils and leisure parks in the first 2 years of a new consultancy led support business.
 - I have 10 years experience in arranging contracts with educational establishments.
- I have experienced success with cold calling and establishing new customer accounts. I have done this across a number of varied sectors and I have also had success in setting up and managing sales teams on a local, regional and national basis.
 - I generated over 150 new customer accounts within 12 months for a company manufacturing energy saving products.
 - I successfully managed the national telesales operation for Nabisco during the changeover of their handball distribution system to palletisation.
- I have had success with managing existing accounts and of upselling new and existing products and services.
 - I successfully introduced the concept of Mini-Soccer into the UK via MCFA and managed 23 professional coaches over a 2 year period.
 - I set up and maintained over 1,500 memberships for an independent sports development organisation – this was maintained and developed for over 17 years and involved managing over 36 after-school programmes per week and 11 week-end coaching centres – I managed over 150 volunteers.
 - I have managed an extensive account portfolio for an industrial insulation business and also generated over £200,000.00 worth of new business within 12 months.
- I have had success with telesales and email campaigns and with text marketing campaigns. I have also managed staff within all of these.
- I am also experienced in managing polls and surveys to leverage data for optimal sales performance.
- I have had success with digital marketing and online sales. Moreover, for the past 15 years I have run a small part time business providing digital marketing to a range of local SME's – examples available on request.
- I have supported various new and existing ventures with digital marketing strategies.
 - I have managed SEO and PPC campaigns with great success.
 - I have set up and maintained new websites and blogs.
 - I have undertaken competitor analysis and analysed a variety of data for performance metrics.

- I have implemented improvements to websites and systems to improve performance.
- As a qualified and experienced mentor and therapist I have become skilled in team situations and in supporting others.
- I have run many leadership courses and events and I am a very good listener – I can relate to people at all levels and all ages.

Google Adwords Fundamentals Pass	January 2016
Airtight Certified Engineer (ACE) - Wi-Fi	Airtight - Oxford 2014
Diploma in Childcare	2012
E-commerce developer training	Actinic - 2009
Masters Degree in E-Commerce (MSc-Ecommerce)	Huddersfield University 2004
Diploma in Mentoring	RCT Training - 2004
Dreamweaver and Flash course	Bolton Tech - 2002
Basic HTML programming / Flash	Bolton Tech - 2000
Diploma in Sports Psychology	Open University - 1998
Level 2 Coaching Certificates in Football, Athletics, Table Tennis, Exercise to Music & Fitness. Certified tutor / instructor for British Athletics (Pacesetter Manager); CSLA and ASDAN.	1992-1996 Regional & National UK Training Centres
Diploma in Management Services - MMS - including computer programming in 'Basic'.	Manchester Poly - 1982
Certificate in Work Study	Rochdale College - 1979
7 O'Levels - Maths, English Lang, English Lit, History, Chemistry, Physics, Biology	