



## Karen Theresa Lewis (Nee Heslop)

### Skill Base

Over 7 years marketing experience both online based (Google Adwords, Overture, Affiliate marketing) and offline (Media, publications, leaflets, promotions and PR). An excellent understanding and appreciation for technical capabilities and coding with superb commercial awareness. The ability to communicate comfortably and competently with technical and non technical staff.

- Online Marketing – Google Adwords, Yahoo Search Marketing, MSN AdCentre
- Pay Per Click Management
- Search Engine Optimisation
- Atlas Tracking
- TDSearchware Bid Management
- Google Adwords Editor
- Affiliate Marketing
- Offline Marketing – PR, New Media releases, promotional material production
- Content Management Systems (CMS)
- Editorial/copy text research and production for websites/ad creative
- Producing reports via database and spreadsheet software for easy marketing analysis
- Web Development (PHP MySQL), HTML & JavaScript
- Microsoft Project and Project Management
- Adobe Photoshop and Illustrator
- Macromedia Flash and Dreamweaver

I also have prior experience of quality commercial printing.

### Qualifications

#### Undergraduate Degree – June 2003

BA (Hons) Interactive Media – 2:1

#### A Levels – June 1999

Sociology – B

English Literature – D

Information Technology – D

#### GCSE's June 1997

Computer Studies – A\*  
Drama – A  
English language – B  
English Literature – B  
Co-ordinated Science (Dual Award) – B  
Co-ordinated Science (Dual Award) – B  
Geography – B  
IT/Business Studies – C  
Home Economics (Food) – C  
Religious Education (Short Course) – C

## Professional Qualifications

Google Adwords Professional – from 2006  
Microsoft AdExcellence Member (Beta) – from 2008

## Works Experience

### Head of SEO - Digital Agency in Newcastle

Jul 2009 – date

**Duties** – Working for clients as part of an agency to optimise, manage and develop their online marketing strategies via pay per click, affiliate marketing and mainly Search Engine Optimisation. Constant analysis and reporting as well as managing a team and running a department. Reporting directly to the Managing Director.

**Skills used** – Adwords Editor, Yahoo Search Marketing, MSN Adcentre, Bid Management, Google Webmastertools, Google Analytics, worked with XHTML, HTML, MySQL databases, affiliate marketing, Red Hat, LAMP, Excel for reporting and modelling

### Search Engine Optimiser – Specialist Insurance company in York

Jan 2009 – Jul 2009

**Duties** – Planning and implementing Pay Per Click campaigns to help enhance brand and product awareness. Constant analysis and bid management to optimise campaigns. Working with affiliate networks to ensure relationships were maintained and the latest offers were promoted effectively. Monitored Search Engine ranking in the likes of Google, MSN and Yahoo to help maintain high search engine rankings. Built and managed link building strategies. Employed various SEO techniques to help sites perform better in search engines. Reporting directly to the Web Manager.

**Skills used** – Adwords Editor, Yahoo Search Marketing, MSN Adcentre, Bid Management, Google Webtools, Google Analytics, worked with XHTML, HTML, MySQL databases, affiliate marketing, Red Hat, LAMP, Excel for reporting and modelling

## Search Manager - Media buying agency based in Leeds

Oct 2007 – Dec 2008

**Duties** – Planning and implementing Pay Per Click campaigns for blue chip clients. Managing monthly budgets and working with media plans to ensure targets were achieved. Constant analysis and bid management to optimise campaigns. Working with the campaign management team and affiliate networks to ensure ROI targets were met. Present periodically to clients on the performance of campaigns. Maintain client relationships and advise on online advertising re-investment. Working with two executives in a mentoring role. Reporting directly to the Search Director.

**Skills used** – Adwords Editor, Yahoo Search Marketing, MSN Adcentre, Bid Management (manual and TD Searchware), Atlas, worked with XHTML, HTML, MySql databases, affiliate marketing, Excel for reporting and modelling

**Clients** – DVLA, Ancestry, Safestyle, Maplin, APS, DFS, PremiereLine, Airline Network

## Online Marketing Manager - Web development agency based in Stockton

Aug 2005 – Oct 2007

**Duties** – Project Management of client's web projects and ensure sign off. Manage their online marketing to improve their return on investment. Implement and manage PPC campaigns. Write client specification documents for the development and design team. Compile client briefs. Write training documentation and provide systems training where needed. Write SEO recommendation documentation to be implemented by the development team. Working along side the Business Development Manager to help identify clients' needs and compile comprehensive and realistic project briefs. Working closely with Business Link to offer funding to new clients and arrange seminars where I would construct and present Online Marketing Workshops. Offer online marketing solutions and provide performance reports. Working closely with the Technical Project Manager to manage each project and allocate resources.

**Skills used** – Adwords Editor, Bid Management (manual), content management systems, writing project briefs and training documentation, providing client training on new systems, writing press releases and managing in-house advertising, writing web content and ad creative, writing and delivering presentations and seminars, website testing, Excel for reporting and modelling, worked with PHP, MySql, JavaScript, HTML, CSS, LAMP environments, Google and Ebay API's.

**Clients** – National Numbers, IQMS, Charles Clinkards, TheITJobBoard

## Client Account Manager -Web design and marketing company based in Middlesbrough

Jul 2003 – Jul 2005

**Duties** – Project Management of new client's websites and their SEO marketing campaigns (mainly small to medium enterprises). Designing and creating websites and search engine optimisation. Implementing and managing pay per click campaigns. Working with the Sales Development Manager and Managing Director to ensure projects run on time and within budget and follow client specification.

**Skills used** – Google Adwords bid management, Yahoo search marketing, Adobe Fireworks, Adobe Photoshop,

Macromedia Dreamweaver, Actinic 8, Macromedia Flash, worked with HTML, Javascript, ASP, PHP, content management systems.

**Clients** – Norton Finance, Spa Cosmetics, Athas Solicitors, Springs Health Clubs

### Junior Web Developer - Web design and PR company based in Darlington

Nov 2001 – Sep 2002

**Duties** – To create, build and maintain client's sites as well as liaising with clients and offering training and support. Bid management using Overture. Search Engine Optimisation via web design/development.

**Skills used** – Macromedia Dreamweaver, Adobe Photoshop, Microsoft Office, worked with MySQL, PHP, HTML, Javascript.

**Clients** – Co-op Travel, Ironworld, SG Petch, Natural Interventions

### Marketing Brand Manager - National Student Marketing company working in West Yorkshire

Sept 2000 – May 2001

**Duties**- Organising student based events to promote various clients. Getting product feedback from fellow students. Attending Fresher's Fairs to promote items.

**Clients** – Pot Noodle, Virgin Mobile

### Merchandiser and Field Marketer - National IT representative agency working in the North East region

Aug 1998 – Jul 2001

**Duties** – IT agency work which involved taking part in promotions for clients, selling and demonstrating their products to the public. Getting involved in road shows and training managers on new products. Being a dedicated representation for Hewlett Packard.

**Clients** – Hewlett Packard, Dyson, Sky, Microsoft, Logitech and Orange

### Referees

Available on request