




HARRY HAWKINS


DIGITAL MARKETING FREELANCER

CONTACT ME AT

 Bournemouth & London, working remotely or at client's offices.

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SKILLS SUMMARY

- Search Engine Optimisation
- Pay Per Click Advertising
- Social Media Advertising
- Google Tag Manager & Analytics
- Analysis Tools (Semrush & Others)
- Account & Project Management

MILESTONES

-  £100,000 per month paid advertising portfolio
-  Successful Link Building Strategy leading to 800 backlinks
-  Highest conversion rate of 75% on a Facebook Advert for a SaaS client
-  Google Ads ROI Increase by 350% for client with £60,000 per month Advertising Budget

PERSONAL PROFILE

I am a digital marketing freelancer specialising in SEO, PPC and Social Media Marketing. I am always looking for a new project and am open to retainer work or project-by-project work.

WORK EXPERIENCE

Digital Marketing Freelancer

Harry H LTD | March 2019 - present

- Management, plan and execute various digital marketing projects from creative to technical categories.
- Working with a variety of teams for each client, all doing our part to get projects through to completion.

Digital Marketing Executive

Dental Design Products LTD | Jan 2017 - March 2019

- Managed a portfolio of 80 clients.
- Project managed all projects for all clients in the portfolio.
- Planned and executed various PPC and SEO Strategies

OTHER NOTABLE SKILLS AND EXPERIENCE

Tracking

- Executed in-depth tracking projects on Google Analytics & Google Tag Manager
- Plenty of experience with deployment of PPC Tracking, Facebook Pixel Tracking and Google Ads Tracking via GTM

Link Building

- Created sophisticated and unique white-hat link building strategies.
- Obtained 800 backlinks in a large link building strategy created and implemented by myself.
- Reached a 30% conversion rate with an outreach link building strategy, by savvy tactics.