



# Alan Presch

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In the last 7+ years Alan has grown an expertise in SEO, specifically multilingual SEO. He established his own award winning agency, lectured Masters students in the art of basic web development and the fundamentals of SEO. Most recently Alan has been overseeing the creation and optimisation of over 13,000 articles for the UK and other English speaking markets. Alan enjoys keeping abreast of the industry, he'd even created a well attended event whilst running his agency.

Open to both contract and permanent remote working SEO opportunities, Alan is a fun fact loving, table quizzing, pokemon hunting, education craving, book hungry, chicken hatching, house repairing, battery swapping, screen fixing, celtic knot drawing enthusiast. He greatly enjoys working in SEO and traveling.

## ACHIEVEMENTS

- Named in the top 100 innovators in the UK and Ireland aged under 30
- The Irish Content Marketing Awards Finalist 2020 & 2019
  - 2020 - Best Content Marketing Award - B2B, International, & Most Effective Use of SEO
  - 2019 - Best Content Marketing Award - International
- European Search Awards Finalist 2020 & 2019
- Best Low Budget SEO Campaign
- Best Small Agency
- Best International Campaign
- National Startups Awards 2019
- Silver Winner - Best Irish Start-Up
- Think Global Awards 2018
- Best Global-Thinking Start-Up
- PIC Innovation Challenge
- 2nd place for my work on multilingual SEO workflows

## SKILLS & TOOLS

- HTML, Javascript, Python, Java(basic)
- Automation 2
- Technical SEO & On page SEO
- Content Strategy
- Events, logistics & planning
- GA3
- Google Search Console (GSC)
- Screaming Frog, Sitebulb, SEMrush
- Excel
- Adwords (basic)
- EN-ie & EN-gb (fluent)
- DE-de5 & CS-cz (basic)
- Chicken farming
- Building stuff, carpentry
- Device repair, engines
- Stencilling, celtic knotwork

## PROFESSIONAL EXPERIENCE

**Senior SEO QA Specialist, UK & Ireland at Chillstore, Dublin/Brno**

**Nov 2021 - Present**

Overseeing the creation and optimisation of over 13,000 articles for the UK and other English speaking markets.

### Achievements

- Impacted 52% of over 13,000 UK articles and 28% from start to finish
- Introduced and increased Scoville scale tolerance by 555.56%. From 9,000 to 50,000 on the Scoville scale.
- Focusing on Keyword Reviews, the time taken has been reduced by 8% by automating top results.
- Ensuring that keywords are fully localised from US English to UK and Irish English. Also performed marketing-specific keyword research for these 2 markets.
- Reduced QA times by up to 40% on review tasks
- Ensuring that written articles are SEO optimised and that none of the content could be deemed offensive or damaging to the client's brand.
- Ensured all the written content follows DEI best practices and is diverse and inclusive for all.
- Fully automated process of finding bad uploads or missing articles
- SEO optimisation of existing pages - Using data and re-optimizing existing content to increase rankings and other KPIs.
- QA'ing new reviewers before delivery

**Digital Marketing Lecturer - University Of Strasbourg, Remote/France** **2019 - Present**

Teaching Master's students as a Lecturer at the University of Strasbourg's CAWEB program, covering basic Web Development and SEO fundamentals.

**SEO Consultant at Freelance, Dublin/Brno** **2015 — 2023**

Responsible for developing and implementing comprehensive long-term SEO strategies for a wide range of clients. Each project varied but the common threads included:

- Conducting in-depth keyword research for both transactional and informational keywords in both very competitive and low search volume industries and optimizing content for said keywords.
- Content for search engine visibility.
- Technical audits using SEMRush and Site Bulb and then consequent optimization
- Collaborating with external web developers to improve website performance
- On-page optimization using semantic SEO and competitor analysis
- Internal link audits and optimization and continuous backlink outreach
- Using multiple tools to improve organic rankings

**Co-Founder & Chief Technical Officer, Retro Digital Ltd, Dublin/Ireland** **2017 - 2020**

Co-Founded and grew our startup agency from 2 to 15 full-time employees with a portfolio of 20 clients across 38 countries and 42 languages over 5 years. Acted as the main point of contact for clients, vendors, suppliers, sponsors, teammates and was the face of the company with my wife.

- Evaluated, created, and delivered full SEO and content marketing strategies with content production.
- Writing of SEO optimised articles, refinement in keyword research improving efficiency by 400%.
- Evaluated software options for cost-effectiveness and productivity.
- Performed in-country research to evaluate the potential effectiveness of campaigns. Pitched business proposals resulting in +\$150K for the company
- Achieved 98.89% Customer Satisfaction and 85% recontracting YoY with our clients. Clients only tended to leave our care due to budget or climatory restraints
- Awards included:
  - European Search Awards (Best Low Budget Campaign & Best Small Search Agency) - Finalist 2018 & 2019
  - Irish Content Marketing Awards Finalist (2018 & 2019)
  - Think Global Awards Finalist (2018)
  - Irish Start-Up Awards - 2nd Place (2019)

**EDUCATION & TRAINING**

- **Technical SEO Certification**, Blue Array (2023)
- **Higher Diploma in Software Development** - Dublin City University, Dublin, Ireland (2021 - 2022)
  - Modules incl.: Networking design, Java, HTML, Software Design, Android application design
- **Post-Graduate Diploma in Digital Marketing** - Digital Marketing Institute, Dublin, Ireland (2015 - 2016)
  - Modules incl.: Strategy and Planning (traditional & digital), SEO, PPC, Analytics, Adwords, Content Creation and Social Media Marketing
- **BA Marketing & Advertising Communications** - Technical University Dublin, Dublin, Ireland (2010 - 2014)
  - Founder & President of the debating society - Achieving goal of youngest debate society to host an IV in 2014
  - Winner of design awards from the Board of Irish College Societies

**LIFE GOALS / HOBBIES**

- Finish home NAS server
- Build a Chicken coop for 15 chickens from the foundations up.
- Become an official pokemon master (1015)
- Mortgage free by 40
- Become self sustaining / self sufficient
- Get commissioned to draw Transformers

**Accounts Managed**

Microsoft	Hebrew *	Copywriting
SEO for UK, US,	Pfizer	US & UK
India and AUS English Helly Hansen	SEO - Slovakia	Freja
SEO - French (Canada) * and Nordics	Nawkaw	SEO -
Dove	SEO & Content Marketing US & French	Finnish *, Norwegian *,
Content Marketing	(Canada) *	Danish *, Swedish * and German Volvo
Norwegian Cruise Line SEO & Content	Airbnb	UK SEO

\* I coordinated the strategy ensuring that local nuances were taken into account and worked with a team of native marketers who handled the language part of each project.

**Portfolio**

**APLOQ** - Based in Poland, their aim was to expand into the UK and Ireland. They had no marketing or sales strategy in place, so using a mix of SEO, PPC, and inbound marketing.

Increased orders by 362.5% and ROI by 175.98%.

**USTC** - When I started Managing USTC account, they were using an SEO agency but they weren't getting the results they were looking for. After putting together a comprehensive SEO and content strategy, their online conversions grew to an average of 58,000 USD per month.

Increased organic acquisition by 95% and conversions rose by 2007%.

**Albion** - Albion were making the move from Hungary to the UK, which is where I came in to aid them in boosting their customer base through content marketing.

Site visitors increased by 159% in the first three months, and an average of 79% after. After a year, they saw a 21% rise in total net profit.

**Other Results**

- 880% rise in organic traffic thanks to SEO, with a conversion rate of 16.4%.
- 9.4% CTR on search ads, with an ROI of 146 euros per customer on a spend of 2.78 euros per day. Went from 0 to over 20 top 10 keywords within 6 months which led to a 49% increase in customers.
- Helped a voice assistant learn to understand Irish, welsh, scots and northern irish.