**Amie Sparrow Digital PR & SEO Freelancer, Enough Digital**

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**INTRODUCTORY PROFILE**

I’m an ambitious Digital PR expert with nearly 20 years of experience elevating high-profile brands' online performance, reach, and impact. Keen creative strategic leader adept in Digital PR, SEO, and content marketing. Experienced in creating, developing, and leading successful digital and traditional PR campaigns and teams. I’m eager to become your Digital PR expert while streamlining processes and delivering success.

**CAREER SUMMARY**

**Enough Digital Ltd. Founder**

**5.2022 - Current** UK

Founder of a digital marketing brand delivering Digital PR services, SEO, and reputation management solutions.

* A Digital PR service provider for multinational, multi-million-pound companies
* Providing freelance PR support and training for digital marketing agencies and standalone companies
* Current clients from the following sectors: Finance, Management Consulting, B2C, travel, eCommerce and more

**Re:Signal Head of Digital PR**

**9.2021 - 8.2022** UK

Primarily responsible for successfully delivering all digital PR services to Re:Signal clients, from doing campaign ideation to outreach, as well as departmental strategy and sales.

* Created a unique Re:Signal digital PR service offering
* Personally responsible for campaign creation, management and delivery
* Successfully secured new business by pitching digital PR as a service
* Upsold digital PR services to current clients

***Key Highlights:***

* Created several successful digital PR campaigns for Re:Signal clients, resulting in one client doubling their digital PR monthly retainer after seeing success from campaigns

**Absolute Digital Media Head of Digital PR**

**2.2021-8.2021** UK

Responsible for the success of the entire department and colleagues within. Created and managed the department budget. Responsible for new business sales leads and pitches, new client acquisition & upselling.

Wrote and delivered a departmental set of standards and best practices. Created a streamlined sales pitch process that led to several successful new business pitches. Built and led an eight-person digital PR team which included a mix of positions including linkbuilders, designers, developers, research executives and digital PRs from executive to senior manager.

***Key Highlights:***

* Successfully pitched services to several new businesses, resulting in more than doubling the departmental revenue.

**Blue Array SEO Digital PR Manager**

**10.2019-2.2021** UK

Built and led Digital PR offerings for UK’s largest specialist SEO agency. Created process to streamline strategic planning, development and management to launch PR service. Created high-value Reputation Management package allowing the department to expand offerings to secure higher-value contracts. Mentored clients in media relations to showcase expertise in insuretech, fintech, online education, and other industries.

* Set up a successful Digital PR department from A-Z by hiring and putting processes in place, resulting in a strong, dedicated team
* Designed department strategy to become the most profitable and cost-effective part of the business
* Used my high-profile expertise to coach a wide range of seasoned professionals on Digital PR

***Key Highlights:***

* Increased client portfolio by 200% by pitching new business, resulting in an increase in department revenue of 177%
* Strengthened the existing client base by successfully upselling Digital PR services by introducing business to client-tailored case studies resulting in a 20% increase in year-end revenue in six months
* Leadership of a successful team of digital experts, constantly meeting all Key Performance Indicators (KPIs) despite an ever-challenging climate
* Creating Digital PR campaigns at all stages, from ideation to selling in, earning coverage in tier 1, 2 and 3 editorial websites that have positively impacted client site SEO
* Media-trained expert spokesperson successfully representing the company internally and externally

**Memiah Ltd PR Manager**

**09.2016-10.2019** UK

Spearhead PR operations for an online marketing platform servicing small businesses in wellness industries. Coordinated team of SEO executives, digital marketers, and PR assistants focused on planning, development, management, and launch of PR campaigns. Author press releases, features, and weekly news articles. Drive event planning for media dinners, business expos, gatherings, and awards. Train subject matter experts in media relations and placing their commentary in the media.

* Forged and cultivated productive relationships with influencers, celebrities, and media partners
* Raised performance and recognition of B2B and B2C brands through high-impact content implementation across traditional and lifestyle media (blogs / influencers)
* Boosted brand awareness via innovative marketing campaigns in alignment with industry trends – applying PR, link building, SEO, social media, and digital promotion plans
* Secured press coverage for brands across national broadsheets, top-performing news websites, local newspapers, and industry publications
* Continuously achieved objectives and Key Performance Indicators (KPIs) via motivational leadership

**ADDITIONAL EXPERIENCE - WORLD TOUR**

**CLT World / Ardmore Language Schools Course Director**

**2015-2016** UK

* Commercialised programme via print and online advertising, PPC, social media management, community partnerships, newsletters, and website administration / Search Engine Optimisation (SEO).

**Surrey Language Centre / Language Link Vietnam English Instructor**

**2011-2014** UK & Vietnam

* Delivered English courses and mentoring to students ranging in age and skill levels while travelling.

**SmithBucklin** **Marketing & Communications Senior Account Manager**

**11.2007-06.2011** Chicago, USA

* Produced and distributed marketing materials ranging from press releases, position papers, brochures, posters and newsletters for the world’s largest association management company
* Oversaw event management, public relations and product launches for many B2B brands with million-dollar marketing budgets
* Delivered media training to industry experts, executives, and client board members
* Managing editor of 10 association publications, including magazines, journals, and e-newsletters
* Led smooth integration of print to digital – analysis of click-through, open rates, traffic, and SEO
* Planned and coordinated events, trade shows, conventions, exhibits, and advertising events

*Additional experience includes the role of Journalist at Daily Herald Newspaper (2004-2007).*

**EDUCATION AND AFFILIATIONS**

**Western Illinois University B.A. English and Journalism**

**1999-2003** Macomb, USA

**CORE COMPETENCIES**

Public Relations Management | Digital PR | New Business Pitches| Strategic Marketing |Building Partnerships| Search Engine Optimisation (SEO) | Print & Online Content | Team & Department Management | PR Pitches | PR Campaigns | Editorial & Advertorial Copy | Public Speaking | Media Trained | Spokesperson Preparation | Reputation Management | B2B / B2C Brands |