



Andrew Frobisher

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Professional Profile

“Results driven former Head of SEO & BrightonSEO speaker turned freelance SEO consultant. Has spent the last 2s building and developing an SEO team from 5 people to 12, leading on client strategy, success, alongside staff training and development.”

I live and breathe SEO, and it has become firmly fixed into my everyday life. From keeping up to date on the latest industry trends and news, or continuous reading on the latest Google algorithm updates, there is nothing I enjoy more than talking about SEO. I have vast experience leading on e-commerce, travel & hospitality, leisure, and B2B SEO projects alongside a wider understanding of marketing needs thanks to my previous 5 years experience in a full service digital marketing agency. I bring this wider marketing experience into my strategic thinking from content distribution, to page design and UX.

Core Skills

- Providing strategic insights and strategy
- Leadership
- Training and development
- Analysing data to identify trends and issues
- Strong Organisational and Administration Skills
- Experienced knowledge of CMS solutions such as Umbraco, Magento, and Wordpress
- Experienced knowledge of project management tools such as Jira, Asana, Basecamp, and Trello
- Strong technical and on page SEO knowledge

Career Summary

April 2024 - Present Andy Frobisher SEO Ltd
Director / Freelance SEO Consultant

Outline

I set up my own freelance SEO consultancy business to offer bespoke SEO services to small, medium, and large businesses throughout the UK. I use my ten years experience in various digital marketing and SEO roles to bring a unique customer led ROI driven approach to SEO consultation.

Key Responsibilities

- New business development
- SEO strategy development
- Ensuring project management of all client work is delivered on time and on budget
- Reporting to clients on SEO performance
- On-page SEO optimisation
- Off-page SEO (Link building)



- Content Strategy & Creation

November 2019 - March 2024 Digitaloft
Head of SEO

Outline

I began as a campaign manager and worked my way up to an SEO strategist, SEO manager, and now Head of SEO which I have been doing since October 2022. I report to the Managing Director, and I am responsible for the overall success of all SEO clients, providing leadership, direction and mentorship to the department leads, defining core strategies for our clients, continuously looking to improve processes and how we work, alongside leading on the departments training and development programme.

Key Responsibilities

- Overall leadership of the whole SEO department
- Providing strategic direction on client strategies
- Ensuring project management of all client work is delivered on time and on budget
- Reporting up to the Managing Director on success, changes, and developments
- Building out standard operating procedure documents
- Developing our departments procedures and practices to ensure we're working efficiently
- Leading on the SEO training academy, our internal training and development programme
- Onboarding new clients
- New business development
- Hiring of new staff within the department
- Onboarding new staff into the department
- Providing clear direction and communication to the whole team on company and industry updates
- Leading on regular bi-weekly 1-2-1s with my team, alongside quarterly career progression meetings.
- Developing clear progression paths for everyone in the SEO department alongside an action plan on developing each person to the next level in their career

December 2014 – October 2019 Fat Media Ltd
Account Manager

Outline

Reporting to the Account Director, managing key client accounts within the business such as Jessops, Lakeland, and Imagine Cruising.

Key Responsibilities

- Identifying and selling digital marketing solutions to an assigned list of key clients
- Managing digital marketing projects, working with the Project Manager, Designers, Developers, and Digital Marketers to ensure projects run on time and on budget
- Working closely with the Project Manager, Designers, and Developers on key retainer development clients ensuring agile sprint runs are appropriately scoped, planned and delivered on time.
- Ensuring the sales pipeline is kept up to date
- Ensuring on-going retainer digital and paid marketing accounts continue to meet KPIs, and provide regular updates and reports
- Providing analytics insights and user behaviour to make data driven recommendations to improvements to client's websites
- Ensuring I keep good time management and organisation on client accounts



- Responding to client queries and calls in a timely and professional manor
- Regular invoicing of completed jobs, and managing prospective sales into billable work
- Working as part of a team to ensure projects and work gets delivered on time, occasionally taking on other roles and responsibilities including project management, conversion rate optimisation, content entry, and proofreading

April 2010 – December 2014 Cannon Hygiene Ltd
Customer Resolution Advisor (Contract Retention)

March 2009 – March 2010 JobCentre Plus
Administrative Officer

September 2008 – February 2009 Flowers Direct Online Ltd
Assistant Business Development Manager

Educational Qualifications

BA Hons Film, TV, and Radio Studies 2:1 - Staffordshire University September 2004 – July 2007

A Level Business studies C, D - 2004

A Level Media Studies C - 2004

A Level General Studies C - 2004

G.C.S.E 11 grades achieved (English, Maths & Science C Grade) - 2002

References Available Upon Request