

# Jo Juliana Turnbull

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## PERSONAL PROFILE

A multilingual, commercially aware CIM qualified Chartered Marketer with over 20 years' experience in e-commerce, finance, online marketing and sales after starting a career in investment banking.

Currently a remote Marketing Consultant and Project Manager in finance, fintech and SaaS industries, helping clients increase their traffic and conversions. Formerly Growth Marketing Manager at Authoritas a SaaS company and prior to that, the Senior Account Manager at Searchmetrics, a SaaS company an enterprise SEO and content platform, growing the accounts in UK, Nordics, France and Spain.

Prior roles include Business Director and SEO Account Director at a large multinational media agency building and managing a team of 4 while working on mobile, financial and FMCG clients. Ambitious, self starter, motivated, commercially and technically aware. Outside of work, I am the organiser of Search London, a networking event hosted every 12 weeks in London and Barcelona, bringing together people from SEO, PPC and Social Media. I am also the co-host of [SEO Office Hours](#), a weekly episode where we are joined by special guests to discuss and answer SEO problems.

**Personal objective:** A remote marketing role working with a dynamic company in finance and fintech where I can add value, deliver results and be part of a growing team.

### Key Achievements

- Shortlisted for **Digital Women's Award 2021** in 3 categories: Digital Freelancer of the Year, Digital Innovator of the Year and Digital Entrepreneur of the Year
- Led, delivered and executed the Marketing plan and strategy including SEO, paid media channels and social media
- Hands on experience in Technical SEO, On Page SEO, SEO Strategy and Planning, GA, Social Media, PPC, Display Advertising, Email Marketing, Blogger Outreach for both B2C and B2B businesses
- Good knowledge of SEO tools incl. Lumar, Screaming Frog, Moz, Searchmetrics, Majestic, Ahrefs, SEMrush, Authoritas
- Started remote working in 2010 and worked with colleagues in India, USA, UK, Poland, Belarus, France and Australia using a variety of platforms including Slack, Mattermost, Basecamp, Asana, Zoom, Skype, Youtrack and Jira (later two to monitor progress with tasks)
- Experience with working with clients in the travel industry and have lived in 9 countries, visiting over 30, sharing travel tips on my own travel website.
- Led and managed new website builds for clients across different markets, plus designed and programmed my personal websites using HTML, CSS, PHP, MySQL
- Set up and created online events to drive traffic and growth for clients including SaaS products
- Hands on experience within the SaaS industry, managing over 100 accounts of more than €3m euros annual turnover
- Set up webinars and performed demos of the SaaS products to clients and prospects of our new features and our platform
- Hands on experience working with development, documentation and marketing to ensure company is ready for new releases
- Set up and delivered the Social Media Strategy for the client which also included working with bloggers for the first time
- Experience in working with Google Analytics, DART and Webtrends to manage and track campaigns
- Worked client side, managing agencies and freelancers and worked agency side with Mobile Phone Operators, Travel, Retail Brands Insurance and Finance Clients
- Experience with Content Management Systems including Wordpress, Magento and Adobe Experience Manager
- Worked in 4 start up companies plus ran my own business
- Search IPA exam completed – pass with credit – first SEO and PPC exam from the IPA
- Fluent in French and intermediate Spanish and Japanese
- Nominated for the Magnificent Manager at MEC by my team
- Chartered Marketer and have the CIM Professional Diploma in Marketing
- Google Ads Fundamentals – Pass with 92% - 2019

## PROFESSIONAL EXPERIENCE

### REMOTE SEO and Marketing Contractor (*Self Employed*)

**May 2018 - Present**

*Freelancer specialising in marketing consultancy and SEO, project management and, event management*

Projects include working for finance and fintech as well as SaaS companies on the following:

- Global SEO work including carrying out tech audits and on page audits of clients' sites
- Responsible for writing and delivering SEO and content marketing strategies
- Working for agencies to help them with implementing technical changes and on page work including content audits and keyword research
- Carrying out international site migrations for clients
- Lead on client accounts, setting up meetings, managing projects and working with internal resources to complete the project
- Presentation of monthly and reports to C level and junior members of staff (using Looker Studio)
- Responsible for setting up the Social Media Strategy and implementing the campaigns
- Social Media Analysis using a number of tools including BuzzSumo and Brandwatch
- Responsible for the affiliate program to build out the sales and brand exposure of the products

- Setting up a CRM for all our affiliates and bloggers (HubSpot)
- Building up the [YouTube Channel](#), increasing subscribers by more than 50% in the space of 3 months.
- Starting a brand new initiative called Tea Time SEO where we had 69 sessions in 2021, with 125 unique speakers and a 50:50 male/female split, sharing their brilliant tips.
- There was 1,800 hours of Tea Time with 15,400 views all through €50 paid media activity.
- Created content from the show, including [7 Tea Time SEO guides](#) and more than [50 blog posts](#).

**Senior Account Manager****Searchmetrics, London****July 2015 – May 2018***SaaS Search and Content and Performance Platform*

- Client account management incl. marketing & media agencies in the UK, France, Spain, Italy, Portugal, Sweden, Denmark, Norway and Finland.
- Managing over 100 accounts of more than three million euros annual turnover
- Working with Business Development Team to grow accounts and have them join our new Partner Program
- Working with Marketing to promote the brand via webinars, newsletters, plus speaking at conferences
- Attending events throughout the year to help generate sales and brand awareness
- Overachieved the targets for the first two quarters by more than 240% and 32% respectively.

**Search Business Director****(fixed contract) iProspect, Sydney****Feb 2013 – Feb 2014***Digital Performance Agency, part of Aegis Media*

- Lead on the biggest SEO account for the agency – working in the finance and insurance space
- Managing and growing a team of SEOs including a web developer, setting PDPs and goals for each team member
- Setting up new initiatives such as organising blogging events for the brand team to meet and work with bloggers as brand ambassadors
- Responsible for sourcing sponsorship of the Sydney Harbour 10km run, (66% less than the initial cost)
- As a result of the sponsorship generated a 22% Increase in Conversions vs. Pre-promotion Period
- Link analysis and link removal management across 5 sites

**SEO Freelancer****Self Employed****Nov 2010 – July 2015***Freelancer specialising in SEO, PPC, Display, link building, blogger outreach, content creation, reporting and social media*

Projects included:

- Working for agencies to help them with link building and reporting for their clients
- Clients included Travel, Retail and Business to Business clients. Client lead for one agency's two key accounts
- Responsible for promoting and marketing an offline business, doubling their sales on their opening day
- Working with agencies to deliver client KPIs such as ranking position 5 from position 10 and doubling sales on launch day
- Responsible for delivering an SEO strategy and implementing a diverse link building plan
- Blogger for numerous business and travel websites
- Worked for White Chalk Road, Perth, Australia and STEAK Media and Fast Web Media in London, UK

**SEO Account Director (fixed contract)****mediaedge:cia (MEC)****May 2010 – Nov 2011***A digital agency part of GroupM and the WPP group*

- Account Director for Orange Mobile Phones and Specsavers with revenues of £400k delivering an integrated search strategy – between paid and natural search and social media
- Building, managing and growing the SEO team, doubling its size in 6 months and helping with team's personal development
- Delivering SEO training sessions within the agency and to key client stakeholders
- Working with account directors within MEC Interaction to bring in new SEO business for their clients
- Responsible for delivering an SEO strategy across all areas of Orange – acquisition, brand, (B2B and B2C)
- Lead for the account in charge of budgets, planning, forecasts and managing the team and workload

**SEO Strategist****i-level (went into administration)****Sept 2009– May 2010***A digital agency in central London*

- Account manager for the leading clients in the SEO team, working across mobile, financial and FMCG areas
- Promoted to project manager within three months for one of the agency's biggest clients
- Audited sites of clients and providing recommendations and detailed campaign project plan
- Responsible for setting up a new way of reporting to the clients, ensuring efficient use of resources
- Worked closely with PPC and social media team to provide an integrated online marketing solution to clients
- Supervised other member of the team to ensure quality of output and delivery.
- Provided consultancy and technical support for all phases of optimization projects.
- Responsible for putting together a project to implement a mobile strategy across all clients.

**Marketing and Ecommerce Manager****Centa****Oct 2006 - March 2007***An enterprise agency giving business advice to customers*

- Responsible for updating the website daily and liaising with tech to help rebuild and redesign the website to incorporate a CMS
- Responsible for making sure the new website was optimised for search

- Organising events and producing literature for events and producing promotional material including press releases and adverts
- Outreaching to clients and introducing them to Centa's services

**Marketing and Sales Manager****GSCS Information Services****Jan 2005 - Sept 2006***A financial consulting company specializing in transaction cost analysis from investment banks*

Responsible for all Sales and Marketing activity within the organisation.

- Account management of 10+ different Investment Banks and pension funds, including French Government Pension Fund
- Translation of documents from French to English and making presentations in French to clients usually unaccompanied.

**Direct Marketing**

- Creation, implementation and maintenance of the company website, marketing campaigns and writing press releases.

**Web Commercial Assistant****Robert Dyas****Sept 2003 - Dec 2004***An iron mongers with more than 70 stores nationwide***EDUCATION & TRAINING**

- **Google Ads Fundamentals** Exam - Pass 92% (April 2019)
- **Spanish Level B2** – continuing with weekly Spanish classes, private lessons (Jan 2019)
- Intensive **Spanish** course at International House – Level B1.2+(July 2018)
- **Google Tag Manager** and **Advanced Google Analytics** Training at BrightonSEO conference (March/April 2018)
- **Google Adwords** Qualified (Sept 2013)
- Don quijote **Spanish School – Intermediate** level – Barcelona, Seville, Madrid (April 2012)
- **MEC Management** Training Course (Oct 2011)
- Enforex **Spanish School** – Alicante (Sept 2011),
- **Search IPA exam** – pass with credit (Aug 2011)
- Don quijote **Spanish School – Intermediate** level - Barcelona (Sept 2010)
- **Intermediate Spanish** at Cervantes, London (Jan 2010)
- **Chartered Marketer** completed (July 2009)
- **AS level Spanish** (June 2009)
- **Web Programming using PHP/MySQL**, City University London, (Dec 2008)
- **Spanish A\* GCSE** (May 2008)
- Certificate in **Web/Graphic Design**, London College, (Aug 2007)
- **CIM Professional Diploma in Marketing**, Kingston College, (2006 - 2008)

**Academic Education**

- **BA Hons in Management and Business Administration with French 2.1**, Reading University (1999 – 2003)
- **2.2 French**, Paris Dauphine Business School, Paris, France (2001- 2002)
- **3x A Level French C, History C, Geography B, Rosebery School Epsom (1994 – 1999)**
- **11x GCSEs:** Art (B), DT (B), English Language (B) English Literature (B), French (A\*), Geography (B), History (B), Japanese (C), Maths (B), Science Double Award (A\*, A\*) plus international schools in Stockholm, Japan, and US all prior to 1994

**LANGUAGES:** French – Fluent, **Japanese** - AS Level (Proficiency Test Grade 4), **Spanish** – B2 , **Swedish** -Basic Knowledge**INTERESTS:** Continuing learning Spanish. Enjoy being active, playing volleyball and going to Cross Fit.