

Patrick Herbert

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Summary

I help businesses dominate Google search. If Gary Vaynerchuk day trades attention on social media I invest in blue-chip SEO attention over time. Its repeatable, systemisable and unparalleled in ROI over time.

In the last 9 years I have;

Scaled a blog from \$0-\$2k per month through affiliate revenue with a client (we're now business partners).

##Buried bad publicity in Google for a millionaire playboy.

More than doubled search traffic for an online marketplace from 4,000 to 9,000 daily clicks and 300,000 daily impressions.

and much more...

If you're looking to scale using digital marketing I can help you do it.

Agency website: <https://singularity.com.au/>

Personal website: <http://patrickherbert.com.au/> (under construction)

Experience



Director

Singularity Digital

Jun 2016 - Present (7 years 7 months)

Using multi-channel marketing we plan, execute and perfect marketing funnels that bring returns for clients. We dive deep into your digital strategy, website and customer touch points to create a better digital marketing presence.

We strategize, and systemize SEO, Facebook and Instagram Ads, Content Marketing, PPC and Social Media for businesses.

Our marketing systems and campaigns;

- ✓# Are proven strategies that work across industries
- ✓# Deliver ROI
- ✓# Laser-target your customers online and get you seen
- ✓# Take advantage of Free & Paid traffic on the web
- ✓# Convert lookers on your website into bookers in your calendar (or lurkers to converters if you sell products)



Head Search Engine Optimization

Reedsy

Aug 2019 - Jun 2020 (11 months)

Head of SEO for Reedsy our organic traffic success is my responsibility.

In my 10 month tenure organic traffic rose by 100%, Impressions in Search rose by 99% and we gained 700+ new SERP features.

To that end, my duties encompass;

- Monitoring keyword movements and website traffic,
- Reporting on changing SEO trends
- Outlining technical SEO implementation with developers
- Competitor and Internal SEO audits.
- Keeping up with, and communicating, changing SEO trends
- Analyzing algorithm updates and results
- Working collaboratively with content writers to make SEO friendly content



Digital Marketing Class Tutor

QUT Business School

Feb 2017 - Nov 2017 (10 months)

I taught young minds about digital marketing and SEO. Leading 90 students per week across 3 classes on 2 separate campuses I taught students the fundamentals of Search Engines and what they look for in a website. I was also responsible for marking and grading assessment and occasionally leading a lecture on the subject.



Head of Search

Fastrack Digital

Dec 2015 - Jun 2016 (7 months)

Fastrack specialised in hotel and hospitality clients. Here I managed the SEO and Content Marketing team that was responsible for building SEO, PPC, Social Media and Growth Marketing. We worked with international hotel chains like Frasers Hospitality and Hotel Grand Chancellor to create strategic marketing campaigns that lead to hotel bookings.

SEO Department Head

Search Factory Australia

Jul 2015 - Dec 2015 (6 months)



SEM Manager

KDM Digital Marketing

Jul 2014 - Jun 2015 (1 year)

As SEM Manager at Kymodo my role includes;

- Directing and driving growth of the SEM department
- Developing strategies and work practices
- Setting benchmark performance levels and strategies to achieve them
- Creating and optimizing paid advertising accounts on different platforms (such as Google AdWords and Facebook Ads).

As SEM Manager I am Certified in AdWords, have hosted Google Partners Connect events and worked closely with a team of experts at Google to deliver outstanding client advertising results on the Search, Display and Remarketing networks.

As an SEO Account Manager & expert I am also accustomed to using Google Analytics data as a part of any online marketing strategy.



SEO & SEM Account Manager

KDM Digital Marketing

Feb 2014 - Jun 2015 (1 year 5 months)

As an SEO & SEM Account Manager I use tactics learnt from years of experience and ongoing training to improve web presence, online conversions and engagement.

I am responsible for;

- Creating custom SEO strategies that enhance traffic and visibility on the web
- Building and maintaining Google AdWords accounts
- Communicating and Reporting on important website metrics and how those effect the bottom line
- Keeping abreast of developing trends in SEO and Googles algorithms
- Identifying and solving unique Search or Paid Search problems on a regular basis.

Consultant

PH Consulting

Jun 2012 - Jan 2013 (8 months)

PH consulting was designed to utilize the experience I have gained in previous employment to aid business and website owners in navigating the market and getting to know their customers.

Focusing on the Online marketplace and metrics duties included;

- assessing website statistics and identifying points of weakness
- generate solutions to enhance CTR, SEO rank, and profitability
- work closely with owners and operators to achieve desired results and profits.

Education



James Cook University

Bachelor of Business, Economics

2009 - 2012

Licenses & Certifications



SEO: Link Building in Depth - LinkedIn



SEO Foundations - LinkedIn



International SEO - LinkedIn



Google Ads Search certification - Google Digital Academy (Skillshop)

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Skills

SEO • SEM • Google Adwords • Entrepreneurship • Management • Sales • Time Management •
Cold Calling • Social Media Marketing • Business Planning