

# DAVID PETHERICK

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Visibility, legibility & credibility — experienced digital marketer, project manager, team builder and content creator. Significant growth marketing, content management, writing and social media skills. Quickly identifies what has to be done, rolls up sleeves, manages effectively, and gives teams the framework, confidence and tools to achieve results. Savvy, confident, flexible, personable and creative. Continually learning — completed 10-week course in 2023 at University of Edinburgh Business School on 'Future of Marketing'. Available immediately, open to working fractionally.

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## KEY AREAS OF EXPERTISE

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|------------------------------|----------------------------|------------------------------|
| ▪ Digital & Social Marketing | ▪ Growth Marketing         | ▪ Search Engine Optimisation |
| ▪ Google Ads & Analytics     | ▪ Campaign Strategy        | ▪ Coding HTML & CSS          |
| ▪ Email Marketing            | ▪ Budgeting & Planning     | ▪ WordPress Expert           |
| ▪ Web Content Management     | ▪ Promotional Events       | ▪ Canva, Hootsuite, Semrush  |
| ▪ Project Management         | ▪ Video Shooting & Editing | ▪ Mailchimp, Kit & DotMailer |

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## PROFESSIONAL EXPERIENCE

### DIGITAL MARKETING MANAGER

Sep 2016 – Jan 2025 (3 days a week)

IC FILLING SYSTEMS | Remote

Managing all aspects of B2B digital and traditional marketing for this Italian manufacturer of liquid filling technology. Results achieved include saving £81,302 on PPC spend (Sep 2016-2020) with a 21.3% rise in site sessions, 35.2% reduction in bounce rate, 599% increase in advert CTR (click through rate), 25.1% reduction on CPC (cost per click) and 89.2% reduction in Cost per Conversion. Introduced multi-language implementation on site, covering six languages and new visual site search mechanism. Enhanced efficiency and systems to change Marketing from a two-person 5-day week function to a one-person 3-day week.

- Migrating WordPress site from a disastrous failed project and improving site architecture and navigation.
- Steady SEO improvements over 8 years, resulting in 128% growth in organic traffic.
- £81k reduction in Google Ads expenditure allowed allocation to other marketing projects.
- Worked with external design agency to enhance site aesthetics while maintaining competitive SEO
- Traditional and Digital campaigns for major trade shows resulted in 207% increase in enquiries.

### DIGITAL BIOGRAPHER

Jan 2015 – Present (2 days a week)

THE DOCTOR IS IN | Edinburgh

Consulting with individuals and companies to maximise social selling opportunities through LinkedIn. Writing LinkedIn Profiles and Company Pages, and writing, managing and packaging content. Training individuals and groups to use LinkedIn to increase visibility, and to grow credibility, and open up direct business opportunities. Invited to carry a number of professional speaking engagements dealing with LinkedIn in the UK, USA & Ireland, in person and virtually.

- Ghost writing, profile writing & company page creation for LinkedIn for individuals and companies.
- Social media management and consultancy for corporate clients in UK, US and EU.
- Advising on use of advertising, social and blogging to aid search visibility, legibility and credibility.

**HEAD OF DIGITAL MARKETING**  
FIRST VEHICLE LEASING | Glasgow

Nov 2013 – Dec 2014

Marketing lead, headhunted to project manage the design, build and launch of new B2C responsive web site, and to raise the profile of the business through general marketing, PR, SEO, PPC, display ads, social media and email.

- Project-managed completely new web site and blog, along with implementing email campaigns and blog using dotMailer and WordPress platform. Crucially maintained top performing and highly competitive keywords in search engines after transition to new site and semantic structures.
- Created social & marketing strategy, grew presence for Twitter, LinkedIn, Facebook, Pinterest. Facebook following grew from 700 to 3500+ in 12 months.
- Enquiry pages conversion rate went from 1.43% to 2.58% in a year after extensive copy and UI testing.
- Project managed PPC campaign with external agency, along with recovery from manual Google penalty.
- Trained 18 staff members on using social media to impact positively on SEO results, social mentions and sharing. Encouraged participation through friendly social media competition for company benefit.

**MARKETING MANAGER**

Jun 2011 – Jun 2013

ENERGYSYS | Remote (Edinburgh & Guildford)

Marketing lead, hired to project manage complete B2B rebranding exercise and new visual identity for SaaS software company operating in the Oil & Gas industry. Laid foundation of new Sales and Marketing structure, and built up events, new website and social media to increase product visibility for revolutionary new software.

- Lead and project-managed complete rebrand, starting from shortlisting and selecting agency, to appointment, and taking control of entire process from web site to social media & company document templates.
- Project-managed the design, build and content for a new web site and blog.
- Created social media & marketing strategy plan, grew presence for Twitter, Google+, LinkedIn, Facebook, Tumblr, Instagram. Attained follower growth of over 360% on Twitter over 12 months.
- Product landing pages conversion rate grew from 0.45% to 3.82% over 12 months.
- Managed LinkedIn 'Cloud Computing for Oil & Gas' Group, growth of 0 to 337 members in 12 months.

**FOUNDER, OPERATIONS DIRECTOR**

Jun 1995 – Jun 2011

NEWSBASE | Edinburgh

Co-founded international business intelligence company which grew to employ a team of 50 staff and 100+ contractors in 85 countries, all self-financed from retained earnings. Exited business in 2019.

**EDUCATION, INTERESTS & PROFESSIONAL DEVELOPMENT**

English Literature (1 Year) University of Edinburgh  
Future of Marketing 10-Week course, University of Edinburgh Business School  
George Heriot's School, Edinburgh  
70 Recommendations on LinkedIn at <https://is-in.link/r>  
Speak good Russian and basic Spanish.  
Clean Driving Licence & Car. UK Citizen.  
Fully equipped home office with Macbook, Apple & Google suites  
Fully expert with Office 365 suite  
Keen reader, mainly of Fiction & Biography —  
Many books in my collection are author signed from book festivals  
Enjoy keeping up to date with Internet/Tech/AI developments  
Love cooking for friends, visual art, film  
Tree Ambassador for One Tree Planted