

DAVID PETHERICK

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MARKETING MANAGER

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Visibility, legibility & credibility — experienced marketer, project manager, team builder and content creator. Significant growth marketing, content management, writing and search engine optimisation experience. 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.

KEY AREAS OF EXPERTISE

- Search Engine Optimisation
- Google Ads & Analytics
- Email Marketing
- Web Content Management
- Project Management
- Growth Marketing
- Campaign Strategy
- Budgeting & Planning
- Generative AI Prompting
- Video Shooting & Editing
- Digital & Social Marketing
- Coding HTML & CSS
- Expertise in WordPress,
- Canva, Hootsuite, Semrush
- Mailchimp, Kit & DotDigital

PROFESSIONAL EXPERIENCE

DIGITAL MARKETING MANAGER IC FILLING SYSTEMS | Remote

Sep 2016 – Aug 2025 (3 days a week)

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 THE DOCTOR IS IN | Edinburgh

Jan 2015 – Present (2 days a week)

Consulting with individuals and companies to maximise social selling opportunities through LinkedIn. Writing LinkedIn Profiles and Company Pages, and optimising, 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. B2B and B2C focus.

- 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 Google manual 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, COO

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