Paul Lawrence

Marketing Optimisation

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Paul is a Senior Consultant in Digital Work's Marketing Optimisation team, helping clients to transform and accelerate their digital marketing activities. He is a multichannel digital marketing professional with 8 years digital experience backed by a solid 18 years of wider marketing - so he really understands the 'big picture'.

Paul can tap into broad sector experience, having worked across verticals that include B2C, B2B, manufacturing, FMCG, financial services, healthcare, software, travel and not-for-profit.

Key Achievements include:

- ✓ Planned and managed various not-for-profit digital campaigns across social media including reaching an audience size of 115,000 across Kent, an increase of 750% on usual reach by strategising launch and content engagement.
- ✓ Working on 6 figure budget paid social multi-lingual campaign for leading German BBQ brand and launch of multilingual paid search campaigns across Western Europe for a language school.
- ✓ Grew organic traffic year on year for charity website by 50% by implementing SEO audits, keyword research/opportunities and content strategy.

As a digital marketing expert, Paul can help you with:

- SEO, PPC (Search, display, video & remarketing)
- Google Ads certified & Microsoft advertising (formerly Bing Ads)
- Social Media - paid social & organic strategy
- Email marketing & website management
- Google Analytics, Google Search Console, Google Tag Manager
- CMS experience - WordPress, Umbraco, EpiServer, Sitecore, Sitefinity
- Managing in-house marketing teams & external agencies
- Digital platform integration through conversion rate optimisation, CRM & marketing automation
- Multichannel benchmarking to improve end-user experience
- Audience segmentation & targeting

Paul is a fabulous digital marketing manager! He really knows his subject and offers expert and valuable advice in all aspects of digital marketing from PPC, SEO and content management systems to content marketing and social media algorithms.

Jane Barlow, writer and media & comms specialist.