




Riki Jenkins

Digital Marketing & SEO Specialist

 On Request

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 rikijenkins.co.uk

About Me

A hardworking and highly motivated individual with a 1st Class Honours Degree in Computer Science:

- Outgoing, confident, but responsible
- Works well under pressure. Thrives with new challenges
- Easily adapts to change or any new situations
- Great communication skills with first-hand experience working with clients
- Great affiliation with peers and superiors
- An effective team member or can work alone, depending on requirements and needs
- Firm grasp of the French language through living and studying in France from 2004-2005

Technical Experience

- **SEO & PPC** – Organic/Natural, Technical/Onsite, Local (Google My Business). Google Ads
- **Reporting** – Google Analytics & Search Console. Analytics API & automation. Google IQ Certified
- **Other SEO Tools** – SEM Rush, Moz, BrightEdge, Dragon Metrics. BrightEdge Certified
- **General Software** – MS Office: Word, Excel, Publisher, Powerpoint; Google Drive (Docs, Sheets). OpenOffice. Weka, SWIPL
- **CMS** – EpiServer, WordPress, Umbraco, Joomla, Drupal
- **Operating Systems** – Windows 95, 98, NT, 2000, XP, Vista, 7, 8, 10, 11, Unix, Linux: Fedora, Ubuntu
- **Programming** Experience in: Prolog, C, Java, Javascript, PHP, HTML, CSS, Visual Basic, Haskell
- **Database Design & Coding** – SQL, Oracle, MYSQL, others
- Solid Mathematics Background, Statistical Analysis, WEKA
- E-Business, Planning, Marketing
- Requirements Capture & Analysis, UML
- AI (Artificial Intelligence) Methods, Computer Systems

Education Summary

Degree: 1st Class with Honours
BSc Computer Science – Loughborough University – 2010

A Levels in Mathematics, French, Sports Science – 2007
Oracle Database Design & Programming Qualification – 2006

11 GCSEs at A or B – 2004. Year in French schooling – 2005

Career Summary

Senior Digital Marketing Specialist | Digital Performance Marketing Manager – BSI (2017 – Present)

- SEO | SEM | PPC | Social (Paid and Organic) | Other digital channel management
- People and performance management
- Digital marketing campaign strategy and direction
- End-to-end digital performance reporting and automation
- Continual data/insights driven digital channel performance improvement
- Embedding digital best practice across the wider team
- Marketing leads process management
- Also retained a proportion of my previous role's responsibilities

Marcomms Executive – BSI (2015-2017)

- SEO/SEM – online web content optimisation. PPC management
- Search and sales data analytics and reporting, across multiple business sectors and streams
- Strong focus on inbound digital marketing
- Email copywriting and building, drip/nurture programs
- Web to lead coding and form builds
- Landing page copywriting and builds. Web development work and code tweaks
- Social media copywriting and maintenance, other comms
- CRM tool and data management – including queries, data pulls, and cleansing

SEO Executive – Countrywide Plc (2013-2015)

- Campaign strategy, management, and analysis
- Search data analysis & report generation
- Keyword research and analysis. Content/copy optimisation. Other onsite optimisations
- Communication with suppliers, marketing managers, and other teams/individuals within and external to the company
- Provide ideas and advice for the future direction of all SEO strategies/activities
- Assist with other areas and projects where required

References available upon request