



Riki Jenkins

Performance Marketing | PPC | SEO | SEM | AEO

On Request

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About Me

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

- Outgoing, confident, 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|SEM|PPC|AEO/GEO** – Organic/Natural, Technical/Onsite, Local (GBP), Google/MS Ads
- **Reporting** – Google Analytics & Search Console. Analytics API & automation. Looker Studio. (Google IQ Certified)
- **Other SEO Tools** – SEMRush, Moz, BrightEdge, Dragon Metrics. (BrightEdge Certified)
- **General Software** – MS Office: Word, Excel, Publisher, Powerpoint; Google Drive (Docs, Sheets). OpenOffice. Weka, SWIPL
- **CMS/CRMs** – Salesforce, Pardot, HubSpot, EpiServer, WordPress, Umbraco & other web/content based systems
- **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, New age AI (ChatGPT, Perplexity, Gemini).

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

Performance Marketing Manager – Sign In App (2025-Present)

- SEO (Technical, Local, Organic), SEM, GEO/AEO
- Full website CMS migration and 301 redirect mapping
- Strategy, implementation and direction
- Exploration and testing (Answer Engines and LLMs)
- 50%+ YoY unique site visits | 22%+ improvement site health

Performance Marketing Manager – WorkBuzz (2023-2025)

- Multi-channel digital marketing best practice (SaaS)
- PPC/paid media management and strategy
- SEO strategy, implementation (organic, technical/onsite)
- Digital performance reporting, dashboards & automation
- CRM management
- CMS/website management & optimisation (including full site migration)
- -£300 CpConversion | -33% CPC | +40% CTR

Senior Digital Marketing Specialist | Digital Performance Marketing Manager – BSI (2017 – 2023)

- SEO | SEM | PPC | Social | Digital channel management
- People and performance management
- Digital marketing campaign strategy & direction
- Digital performance reporting & automation
- Embedding digital best practice across the wider team
- Marketing leads process management
- Also retained a proportion of my previous responsibilities
- 300%+ ROI from paid search ads

Marcomms Executive – BSI (2015-2017)

- SEO/SEM – web content optimisation. PPC management
- Search & sales data analytics and reporting
- Email copywriting and building, drip/nurture programs
- Web-to-lead coding and form builds
- Landing page copywriting. Web development and coding
- Social media copywriting, maintenance, other comms
- CRM tool & data management

SEO Executive – Countrywide Plc (2013-2015)

- Campaign & SEO strategy, management & analysis
- Search data, keyword research, report generation
- Content/copy optimisation. Other on-site optimisations

References available upon request