



William Southall-Ford

Profile

I am a passionate, creative, entrepreneurial & results driven individual with a broad skill-set in marketing / advertising, technology & business. I have lived and breathed marketing, design & coding for the past 6+ years and have subsequently built a up strong track record and reputation for delivering successful campaigns in various industries and channels - on and offline. If you are looking for a motivated, professional, experienced marketer to add value and growth to your business, you've come to the right place!

Employment History

Marketing Executive / Associate General Marketing Analyst at Pearson, Oxford

April 2018 – Present

- Creating, managing and implementing acquisition marketing campaigns for Primary Learning Services which drives increases in market share, adoptions and Pearson’s customer base.
- Delivering multi-channel campaign execution across digital and offline channels (print, DM, email, social, telesales, sales, websites, SEM/PPC, SEO, display, etc)
- Performing detailed and on-going competitor analysis, identifying opportunities and risks.
- Supporting defining lead journeys for customer segments, and to implement lead management and lead nurturing tactics to convert them into qualified leads and purchasers.
- Automating campaigns where appropriate with the Marketing Performance team
- Implementing end-to-end campaigns through all phases of the campaign lifecycle, including creative development, audience segmentation and targeting, campaign execution, tracking response, follow up, reporting, etc.
- Supporting the development of Go to Market acquisition marketing plans using internal and external insights
- Creating engaging, compelling and easy to understand messaging and copy that is generated from customer insights and needs
- Reviewing campaign performance within key ROI and KPI criteria.
- Update and help manage PPC campaigns to maximise ROI
- Grow social media presence and following
- Coding & managing web pages

Marketing/Advertising Executive at MEERKAMPAIGNS*

September 2015 – April 2018

*Started in early 2010, professionally incorporated in 2015**

- Creating, planning & running campaigns, small to large
- Creating CRM, campaign and project management tools

Details

Oxford, 07896913788

hi@will.me.uk

Links

Creative Portfolio
<https://willdo.world>

Portfolio
<https://will.me.uk>

LinkedIn
<http://www.linkedin.com/in/will sf>

Skills

HTML & CSS

Google Analytics, AdWords & DataStudio

MailChimp, Maxemail & SendInBlue

Oracle Campaign Software

WordPress, Contensis, PrestaShop, Drupal & Magento

Microsoft Office

Adobe CC Suite

L.A.M.P, cPanel, Plesk, CloudFlare, AWS, CDN software

Multi-Channel Campaign Execution

Digital & Traditional / Offline Marketing

Design: Sketch, Principle, Flinto, Adobe XD, Photoshop, After Effects, Lightroom, Premier Pro, Final Cut Pro

Hobbies

- Liaising with clients/accounts
- Monitoring & analysing campaigns, writing detailed reports
- Growing the multi-medium 183 million influencer network
- Creating, posting & scheduling content
- Managing very large social media networks
- Implementing SEO tactics
- Managing & executing contextual ads & PPC campaigns
- Implementing new marketing tactics & strategies
- Testing & identifying new trends for maximal ROI
- Generate leads & B2B traffic
- Multi-channel A/B Testing
- Coding emails & landing pages
- Lead generation
- e-commerce promotion, set-up & growth support
- Managing financial accounts (multiple currencies)

FOREX & Crypto Trading,
Cryptocurrency Shorting & Mining,
Starting & Maintaining Servers,
Starting E-Commerce Stores,
Growing & Selling Social Media
Audiences, UI & UX Design, Video
Production & Editing, Creating
Neural Networks

Founding Member & CTO at NOVAFY, York, PA, USA - Remotely

June 2016 – February 2018

- Typical CTO duties; Overseeing day-to-day operations etc
- Managing clients and 3 team members
- Planning & designing ad campaigns, online and offline
- Writing financial, analytical shareholder/investor reports
- Confidently presenting briefs and report presentations
- Liaising with overseas investors & clients
- Copywriting (for marketing copy & e-commerce copy)
- Managing budgets, money & accounts
- Coding apps, websites/landing pages & custom dashboards/backends
- Maintaining various websites and social media accounts at one time
- Creating & aggregating content for Twitter & videos for YouTube
- In lead of \$150,000 crypto-currency mining project
- Ensuring the growth and success of the company with members

📁 Internships

Marketing / IT at Mayflower Project, Essex

January 2016 – July 2017

- Managing social media accounts
- Producing & editing high quality video content
- Creating promotional assets, including 3D models and animations
- Designing brand assets and other collateral
- Creating & scheduling content (social media/CMS)
- Maintaining the website and blog
- Implementing SEO and new advertising/marketing strategies
- Executing PR campaigns (local press, TV, interviews etc)
- Advertising and promoting content & events
- Providing support and input into events and appearances
- Taking care of all IT/Networking needs
- Communicating with other business' and agencies (global)
- Responding to calls, emails & inquiries from the public

Advertising Executive at Advertising Executive at Gingernut Media, Colchester

September 2015 – January 2016

- Creating posting & scheduling content for social media platforms
- Creating design and promotional assets for B2B and B2C clients
- Managing & maintaining social media accounts
- Lead generation to meet strong targets
- E-mail campaign execution
- Creating emails for campaigns
- Creating & preparing presentations, speeches and reports
- Supporting finance team with financial reports and insights
- Liaise with brands and clients
- Create wireframe mockups
- Working efficiently within brand guidelines & deadlines
- Creating concepts and designs (i.e a newsletter for the National Trust)

Courses

Solutions Architect, Amazon Web Services

2018 – Present

Google Analytics Certification, Google

2018 – Present

Google AdWords Certification, Google

2018 – 2018

Business Administration Diploma, City & Guilds

January 2016 – July 2017

Marketing & Advertising, Gingernut Training

September 2015 – January 2015

Education

Business Administration Diploma, Catten College - City & Guilds, Essex

January 2016 – July 2016

GCSE's, St Benedict's College, Colchester

2010 – 2015

- All standard subjects (Science, English, Geography etc)
- Business & Communications