



William Southall-Ford

ADDRESS	Oxford	PHONE	07896913788
EMAIL	hi@will.me.uk	CREATIVE PORTFOLIO	https://willdo.world
PORTFOLIO	https://will.me.uk	LINKEDIN	http://www.linkedin.com/in/willsf

01 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!

02 EMPLOYMENT HISTORY

Apr 2018 – Present
Oxford

Marketing Executive / Associate General Marketing Analyst at Pearson

- 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

Sep 2015 – Apr 2018

- 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*

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

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

Jun 2016 – Feb 2018

York, PA, USA - Remotely

Founding Member & CTO at NOVAFY

- 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

03 SKILLS

- 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

HTML & CSS



MailChimp, Maxemail & SendInBlue



WordPress, Contensis, PrestaShop, Drupal & Magento



Adobe CC Suite



Multi-Channel Campaign Execution



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



Google Analytics, AdWords & DataStudio



Oracle Campaign Software



Microsoft Office



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



Digital & Traditional / Offline Marketing



04 INTERNSHIPS

Jan 2016 – Jul 2017

Essex

Marketing / IT at Mayflower Project

- 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

Sep 2015 – Jan 2016

Colchester

Advertising Executive at Advertising Executive at Gingernut Media

- 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)

05 COURSES

2018 – Present

Solutions Architect at Amazon Web Services

2018 – Present

Google Analytics Certification at Google

2018 – 2018

Google AdWords Certification at Google

Jan 2016 – Jul 2017

Business Administration Diploma at City & Guilds

Sep 2015 – Jan 2015

Marketing & Advertising at Gingernut Training

06 EDUCATION

Jan 2016 – Jul 2016

Essex

Catten College - City & Guilds

Business Administration Diploma

2010 – 2015

Colchester

St Benedict's College

GCSE's

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

07 HOBBIES

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