


# Robert Di Franco



## CONTACT

 [www.robertdifranco.co.uk](http://www.robertdifranco.co.uk)

 91 Longmeadow Drive, Sedgley,  
West Midlands DY3 3QR

 07837810270

 robertdifranco@gmail.com

## SKILLS

- Digital Transformation
- Lead Generation
- Ecommerce Specialist
- B2C, D2C, B2B
- UX Optimisation
- Magento Expert
- Wordpress Expert
- Data Driven Marketer
- End-to-end customer journey evaluations
- Stakeholder Management
- Digital storytelling
- Performance analysis
- SEM Specialist
- Content marketing
- Line Management and Training
- Conversion optimisation
- Google Ads
- Social Media

## PROFESSIONAL SUMMARY

Driven digital marketer with 13 years of experience across the digital spectrum, Specialising in eCommerce, lead generation and Digital Transformation, I implement well researched, data driven digital initiatives to drive growth. Experience launching and migrating Magento (1 and 2), Wordpress, and Bespoke platforms, managing agencies and digital teams to go above and beyond what's expected.

## WORK HISTORY

### Marketing Manager

**Stepping Stones Care - Edgbaston**

12/2023 - Current

- Spearheaded comprehensive digital marketing strategies, managing all facets of online promotion for the organisation.
- Successfully orchestrating the launch of two new brands in different sectors, ensuring seamless integration into the market.
- Developed and executed strategic marketing plans to enhance brand visibility and engagement, aligning with organisational objectives.
- Conducted in-depth market research to identify trends, customer preferences, and competitive landscapes, informing marketing strategies.
- Manage all aspects of acquisition including search, email and social media.
- Managing the marketing for other areas of the group including, GB Concrete & Pump and Hallmark Fireworks.

### Digital Marketing Manager

**Ctalk Ltd - Staffordshire**

08/2021 - 12/2023

- Managed key digital channels, including content development, Google, Facebook, Instagram and LinkedIn Ads.
- Strengthened SEO to improve organic traffic by 25%.
- Increased web traffic by 74% (2022) by enhancing keyword research and optimising content.
- Increased web traffic by 256% (2023) with highly successful Google campaigns driving digital growth.
- Improved end-to-end customer journey by identifying critical conversion and drop-off points, reducing the bounce rate by 23% (2023).
- Evaluated Google Ads campaigns against ROI and KPI targets and identified opportunities for further growth and improvement.
- Enhanced lead generation strategy across LinkedIn with targeted research and customer segmentation.
- Planned and delivered launch activities to engage target consumers for new product, OnCallRota.
- Consulted with product development teams to enhance offerings based on customer data.

### Paid Media Specialist - Freelance

**Super Digital - Wombourne, Staffordshire**

11/2018 - 08/2021

- Consistently hit monthly revenue targets through Google Ads.
- Offered strategic recommendations in lead and sales generation processes, aiding achievement of established targets and KPIs.
- Used effective strategy and planning to implement high-impact campaigns with proven improvements in brand awareness and engagement.
- Liaised with clients to develop and implement effective and integrated campaigns.
- Advised on retention, engagement and conversion through other channels which would support overall digital strategy.

**Digital Consultant**  
**Kettler GB** - Redditch, Worcestershire

01/2021 - 07/2021

- Surveyed clients to determine effective ways of communication across digital channels.
- Planned communication tactics for various company products.
- Communicated with local media about company news and events.
- Oversaw work of communication specialists producing engaging, crisp writing for diverse PR needs.
- Developed digital strategy with new website brief/spec.
- Trained two members to support in-house capabilities within digital advertising and SEO.

**Digital Marketing Manager**  
**Elta Group** - Kingswinford, Dudley

05/2019 - 12/2020

- Implemented highly effective digital strategy focusing on leveraging engaging content to create a link between customers and each brand whilst working closely with the product and strategy team.
- Managed the creation and development of 5 new platforms for high profile subsidiaries with a large focus on the user experience, and understanding audience needs.
- Targeting those who are searching for products/information and also using persona marketing to reach those I think would become customers. This technique has shown dramatic improvements across a range of companies across the world.
- Developed and led the marketing department of 3 and trained 2 new staff members.
- Designed impactful digital marketing campaigns to optimise ROI, including Google Ads, Social Ads and Email Marketing to attract a 40% increase in new users year on year.

**Digital Marketing Manager**  
**USN** - Longbridge, Birmingham

10/2013 - 05/2019

- Working in a close-knit team, performing all digital marketing activities, using a broad range of skills to pursue all ideas 'in-house'!
- Responsible for development and implementation of the USN Digital Strategy whilst supporting our online e-partners.
- SEO - A primary focal point, organic search contributed to more than 50% of traffic in 2019. A combination of in-depth keyword analysis and a high-level on-page optimisation and a high quality link profile results in over 70% of new users every month.
- Social Media & Content - Starting from scratch in 2013 and an early adopter of influencer marketing to become an integral part of developing the USN brand, offering engaging content and sharing it to the right audience at the right time through social platforms and the USN Blog.
- Google Adwords - Providing sound keyword data to implement highly effective search, display, shopping and remarketing campaigns.
- Partner Support - Developing brand pages managing portals with the likes of Amazon, Argos and Holland & Barrett to widen the USN audience with the correct branding and messages.

**Marketing Affiliates and Content Coordinator**  
**The Watch Hut** - Brierley Hill, Dudley

01/2012 - 09/2013

- Implemented short-term and long-term goals to align approach and strategies.
- Established company voice to maintain consistency in releasing content.
- Monitored and managed performance of team using metrics software.
- Developed Affiliate program and entered the 'Top 6 best performing programs' on the Linkshare network.
- Creating compelling and optimised content.
- Assisted and analysed Google Adwords campaign.

**Online Content Coordinator**  
**TH Baker** - Brierley Hill, Dudley

11/2010 - 01/2012

- Developed product content optimised for SEO purposes.

- Communicating with suppliers to gather product information to learn about end user and support creative.
- Liaise with all members of team to create strategies to again encourage sales and traffic.

---

## **EDUCATION**

**Bachelor of Arts:** Business, Marketing and Advertising, 09/2007 - 07/2010  
**University of Worcester** - Worcester, WOR - 2:1