

To see more details of my work and achievements please visit deborahplumb.co.uk (password - knockknock).

Key Skills & Experience

Getting Found

SEO, content strategy & creation

Social media management (LinkedIn)

Email marketing (Hubspot, Mailchimp, Brevo)

Tracking Results

Website data analysis - Google Analytics, Google Search Console, Looker Studio

Translating data into clear, actionable reports

Designing & Creating

WordPress websites, HTML, CSS

SharePoint site creation and management

Graphic design (Canva, Gimp)

Experience using AI for assistance with content creation, data analysis & market research

Employment History

Digital Manager → Digital Marketing Manager → Marketing Manager

Grotech Production Ltd / Feb 2020 - Present

Standalone marketing role – building and managing the complete digital presence of a chemical manufacturing company serving agrochemical, construction and speciality chemical sectors.

- Grew website enquiries by 255% to date – organic SEO only, no paid search spend.
- Increased organic search visibility by 1,300% to date, moving average Google ranking from page 5 to page 1.
- Delivered a company rebrand – new logo, strapline and colour palette.
- Conceived, designed and built the company website from scratch – continue to design, develop and maintain it.
- Produce all marketing content – LinkedIn, email campaigns and sales materials.
- Built and continue to manage the company SharePoint intranet.

Account Manager

Autoweb Design / May 2018 - Dec 2019

- Managed website maintenance and enhancements for assigned customer accounts.
- Prepared website statistics and marketing activity reports for customers.
- Coordinated campaign activities with the Marketing Department.
- Resolved customer issues as primary point of contact.

Sales Executive → Sales Manager

Grotech Production Ltd / Oct 2015 - May 2018

- Developed new business and managed key accounts across a range of industry sectors.
- Coordinated new product development for prospective customers.
- Resolved manufacturing issues for existing clients.
- Set up and maintained self hosted MantisBT issue tracking system and trained staff in its use.

Telesales Agent

Clearanswer Call Centre / Mar 2015 - Sep 2015

- B2B calling for TalkTalk business contracts and incoming calls for the Retentions Department.
- Customer cold calling for Clearanswer insurance.

Business Owner

The Lingerie Box / Nov 2009 - Feb 2015

- Built and ran online retail business.
- Designed, built and maintained e-commerce website.
- Managed all aspects of business operations including order processing, customer service, bookkeeping, stock management and supplier relationships.

Early Career History

Prior to 2009, held various roles in Sales, Administration and Account Management for various organisations including BBC Books, Rail Europe and Morrison Construction.

Education

BA (Hons) History of Drawing and Printmaking with Conservation of Works of Art on Paper