

# SAMUEL WESTON

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I'm a highly motivated online marketing professional with over 10 years of experience encompassing customer side, agency and freelance roles within multiple industries including travel, hospitality, luxury, edtech, transport, entertainment, education, legal and third sector.

During my career I've managed multiple website launches, online campaigns and digital projects with annual budgets ranging up to £300k. I also line managed a team of 3 while at Apex Hotels. In addition, I'm a keen blogger, founding and editing a hotel and travel marketing community (hotelspeak.com) that now receives over 80,000+ visits annually and have enjoyed guest lecturing in digital marketing at Edinburgh's Napier and Heriot-Watt Universities.

I feel my breadth of experience across both client and agency roles has given me a well-rounded and comprehensive perspective on the complete digital marketing mix.

## Core Skills & Areas of Experience

- Management of key client accounts
- Management of the creative development and build process
- Proposals, pitch preparation / delivery
- Team management / training
- Digital media selection and planning
- Online advertising (Display, CPC etc.)
- SEO and content marketing
- Desk research; market, competitor etc.
- Online reputation management
- Affiliate marketing
- Social media marketing / engagement
- Internationalisation (European & emerging markets)
- Conversion analysis / improvement
- Blogging (see Hotelspeak.com)
- CMS (Ektron, Umbraco, WordPress, ModX, Drupal etc.)
- Google Analytics (GA Certified)
- Dreamweaver, Photoshop, MS Office
- PC & Mac experience
- HTML / CSS

## Employment History

### **80 DAYS**

#### **Marketing Manager (April 2017 – Present)**

I'm responsible for marketing our agency through various digital channels (e.g. SEO, PPC, content marketing and social), helping develop the sales process and expanding our network through partnership development. A newly created role, I'm lucky to enjoy a great deal of freedom to experiment while developing a comprehensive marketing strategy.

## **Administrative**

### **Marketing Manager (April 2016 – April 2017)**

As part of a fast-growing SaaS company with very high aspirations, I enjoyed working within a team that believed that 'nobody is ever done learning'. Day-to-day my role was very varied and challenging, typically centred on lead generation, content authoring, SEO, PPC, CRO and analytics/attribution. Key projects included: persona creation and rollout across the company, creation of a persona based email automation campaigns (Open Rates and CTR up 100%, prospects reached target lead score 70% faster), setup of robust marketing attribution (including Google Tag Manager), supporting expansion into the MENA market and content marketing, including auditing existing content performance and devising a content strategy.

## **Occupancy Marketing**

### **Senior Digital Account Manager (January 2014 – April 2016)**

In my role as Senior Account Manager I was responsible for managing the digital marketing accounts of multiple clients. Services included; overall digital strategy, online advertising (PPC, display, remarketing, social, metasearch etc.), SEO/content marketing, analytics/data analysis and reporting, CRO, benchmarking, reputation management and general online marketing consultancy. Clients included; Red Carnation Hotels, The Office Group, Edinburgh Business School, Goodwood Estate, The Beaumont Hotel, The RTL Group and more.

## **MediaCom Edinburgh**

### **Digital Media Manager (May 2013 – October 2013)**

I managed the relationship between MediaCom Edinburgh office and the PPC / SEO team in Manchester, along with wider digital media planning (PPC, SEO, display, social etc.) for key digital accounts including; ScotRail, Canvas Holidays, QualitySolicitors, Subway, Hachette Partworks, SMWS, DB Regio, Public Health Agency (NI), Teesside University and First Milk.

## **The Union Advertising Agency Ltd**

### **Senior Digital Account Manager (March 2012 – May 2013)**

I project managed site launches (full design and build), email marketing campaigns, social media campaigns, mobile apps, analytics projects, SEO and other digital media for a range of clients including; Principal Hayley Hotels, Scottish Enterprise, Foundation Scotland, Cycling Scotland, Quality Meat Scotland, Whyte & Mackay (Dalmore & Jura), Project Scotland etc.

## **Apex Hotels Ltd**

### **E-Marketing Manager (April 2009 – March 2012)**

I managed the digital marketing for the group; their online marketing budget and strategy as well as website and booking engine development. During my time at the company I managed two site launches and development of a bespoke booking engine. Managing a team of 3, online revenue quadrupled during my time at Apex; from £1.8m in 2006/2007 to £7.3m in 2011/2012.

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### ***E-Marketing Executive (November 2006 – April 2009)***

Starting in 2006, I developed Apex's online presence and its contribution to overall company profitability. Driving site development forward, I created a comprehensive digital strategy, justifying further investment in online marketing. This resulted in substantial increases in online revenue, an Apex Hotels Directors Award and my promotion to E-Marketing Manager in 2009.

## **O2 UK**

### ***Retail Sales Advisor (2002-2005)***

Part time, whilst studying. Involved sales targets, customer service and general retail duties.

## **Freelance Experience**

### ***Digital Marketing Consultancy (2011 – 2015)***

Small website builds (WordPress), SEO and general digital consultancy for a range of clients, including Dept. Store for the Mind, Jacobite Cruises, LoveLochLomond, Hotel Christiania, Vergécosse, Glenfeshie House, Craighton Cottages, Rory Gibson Architects, Smart Tourism etc.

## **Educational Attainment**

### ***Heriot-Watt University - Marketing & Psychology BA Hons (2002-2006) - 2:1***

Dissertation Title: 'The Barriers and Facilitators of Ethical Consumerism: An Exploratory Study of Belief Formation and Purchase Priorities' (Achieved 1<sup>st</sup> Class and highest marked dissertation within Heriot-Watt School of Management for 2006).

## **Volunteering**

I volunteer my time as part of the team managing #ScotlandHour – the monthly Twitter chat promoting Scottish Tourism. This is an increasingly popular initiative that has been debated at the Scottish Government and received support from VisitScotland. I also volunteer my time to help with the digital marketing of the Edinburgh International Magic Festival, as required.

## **Personal Interests**

Technology, Socialising, Travel, Photography, Films, Screen Writing, Blogging, Gaming and Motorsport.

## **References**

Professional references available on request. Several brief recommendations (peers, clients and academic) are available on LinkedIn - <http://uk.linkedin.com/in/samuelweston>