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## Personal Profile

A Digital Marketing Professional with a strong portfolio of skills across different channels. Over 5 years of experience working in both agencies and in-house roles. Highly analytical and experience at process review to help drive businesses forward.

## Career History

### **May 2014 – December 2014**

#### **Don't Panic Projects Ltd**

#### **Business Development Director**

##### **Role includes:**

- industry expertise to help refine and develop the Search Awards series including influencing categories.
- create robust criteria, secure expert judging panels, media partners, possible conference partners.
- helping to identify, investigate and secure additional territories for Search Awards exploitation.
- responsible for developing and selling sponsorship across The UK, European & US Search Awards, The UK Social Media Awards and digital conferences such as SAScon.
- Organic and Paid Social Media strategy for all events, including client events and training.
- Management of Digital Marketing across all brands within the business.

### **January 2013 - May 2014**

#### **Mediacom I-Lab**

#### **SEO Group Head**

##### **Role includes:**

- Client account management of core accounts, including implementation of content strategy and management of migration for large scale CMS changes
- Supplier review and implementation of cost saving strategy for benefit of the business.
- Knowledge training for offline team to enhance digital knowledge to benefit spotting opportunities for digital integration

**March 2011 - January 2013**

**Manual Link Building**

**UK Head of Operations** - Jan 2012 – January 2013

**Account Manager** - March 2011 - Jan 2012

Role includes:

- Key account management
- Day to day management of UK staff
- Identifying new business opportunities
- Liaising with events regarding sponsorship and company promotion
- Process management, including audits of workflow system

**October 2009 - March 2011**

**Just Search**

**Client Account Manager**

Role includes:

- Account Management for between 60-100 clients
- Service Delivery of campaigns including reporting and making recommendations
- On-site SEO, Conversion Rate Optimisation, Content Strategy and Social Media
- Google Analytics reporting and goal setting
- Renewal discussions with existing clients
- Exploring opportunities for upsell of additional services during a campaign

**July 1998 - October 2009**

Non Digital Marketing related work (available on request)

### Education

BSc (Hons) Sport Studies

University of Teesside

Graduated 2001

A Level Physical Education

Advanced GNVQ – Leisure & Tourism

8 GCSE's – B-C Grades inc English, Maths and Science

References available upon request