Anthony Lewis McGrath

DIGITAL MARKETING EXPERT - PAID ADVERTISING SPECIALIST - WEB DEVELOPER

+447495921633 Leeds, England mymarketingkey@gmail.com linkedin.com/in/anthonygavinmcgrath

SKILLS & ACHIEVEMENTS

- Seasoned Digital Marketing Manager (**Ecommerce, B2B, B2C, SAAS**)
- Senior **DATA Analyst**
- Facebook/Instagram Ads Expert (Accredited Blueprint)
- Facebook Business Manager Experience (8 years)
- **AdWords PPC (Google Ads) (18 years Certified Through Google Ads Certification)**
- Google Merchant & Bing Shopping Expert
- TikTok Shopping & TikTok Ads Expert (Managed 100s of accounts)
- I have worked subcontracted with well known companies such as O2, **Jet2, Boohoo, FIFA, Southampton FC, COSTA, Screwfix** as a freelance Contractor
- Achieved position #1 - 3 Primary & Secondary Longtail Organic SEO Rankings for hundreds of clients in the SERPS
- SEO & PPC Strategist that has Worked with hundreds of SMEs and Online Start-ups

SUMMARY

Multi-faceted **Digital Marketing Director** with **Extensive Web Development Knowledge** & **Complex Tracking Integration & Ecommerce Marketing Experience** based in Leeds, UK. Specialising in Performance & Digital Marketing Strategies including and not limited to **SEO, PPC, Google Ads**, Remarketing & Retargeting , AI Marketing Integration, Facebook Advertising, UX Optimisation, **CRO**, SEM, Brand Awareness Marketing and Landing Page Optimisation for a large portfolio of Online Stores, Affiliates & Well Known Brands in various industries and niches, over the last 20 years. I have worked in the Digital Marketing & Media industry since 2005 on hundreds of websites. Offering a proven Track Record in devising "Out of the Box Thinking" Web marketing strategies that have crystallised brands from relative obscurity, building start-up ventures, forging strategic partnership, driving revenue, and growing profits in competitive markets.

I am a Team builder and capable leader who quickly and easily inspires the trust, confidence and respect of clients, peers, management, C-Level executives, and key decision makers across a wide range of industries. Complete in-depth understanding of internet tools, trends and business models to raise an organisation's or brand's search visibility, audience segmentation and social media profiling.

WORK EXPERIENCE (20 YEARS)

DEC 2006 - Present

- GA4 & UA Analytics/E-commerce Reporting (Certified)
- Well Versed with SEO & Organic Link-building (Outreach Methods)
- Amazon Organic SEO Experience (Large Inventories)
- Ebay/Amazon PPC Experience (Large Inventories)
- Email Remarketing & Retargeting Audience Marketing Expert (10 years experience)
- Google Analytics & Google Tag Manager Conversion Tracking Experience
- Extensive Experience with Selling on Amazon Seller Central
- Product Sales and Online Business Development Performance Growth
- Reviewed and Implemented hundreds of Technical SEO Auditing Reports
- GA4 & UA Analytics/E-commerce Tracking Expert Including Data layer implementation & CAPI Optimisation (Pixel & API Server Events Based)
- I have worked for Well Known Digital Agencies Including DELETE, POLARIS , CHAOS, SALT AGENCY as a successful Contractor & Team Member
- Highly Proficient in SEO Content Writing (Experience in Viral Engagement Strategies)
- Landing Page CRO, UX & Customer Journey Analyst
- Designed & Developed 150+ websites from 2010
- Full Stack Development Knowledge (PHP, HTML 5, CSS 3 & JS)
- CRM and API integration Knowledge
- AI ads, copy, video and design tool Pro
- WordPress Theme Developer (Including WooCommerce)
- Shopify Plus Developer & Shopify Marketing Specialist

Digital Marketing Expert | Shopping Expert / Facebook Ads / UX & SEO Optimisation / Digital Strategy Digital Marketing Expert / Web Marketing Consultant

Growth Performance Marketer / PPC & Google

For the past 20 years I have worked as an Extremely Successful Data Driven **Digital Marketing Director/Manager**, both remotely and integrated in-house, both contracted and employed I have worked with hundreds of clients developing and optimising highly
successful client-side **SEO** / **PPC** / **Social Paid** & other Digital Strategies. Improving multiple metrics for my clients including CTR, CTA, Retention Rate, Conversion Rate, Volume of sales and LTV.

Helping Businesses Connect and Grow, Creating better customer experiences through UX Design & Development tools, CRM Integrations & reactive Workflows For various clients. I also optimised PPC campaigns, creating digital strategies and implementing effective high **ROAS & ROI Campaigns**; for **B2B** and **SAAS & B2C** clients. On top of this offering business auditing, SEO and other Online Marketing verticals as services including
Web development, Facebook ads, Instagram Ads, TikTok Ads, Reddit Ads Snapchat Ads, Amazon PPC, Google Shopping Ads and many more!

I've also helped sketch, design and develop some UX mobile first websites Starting with Figma and integrating those into WordPress, WooCommerce and Shopify & Shopify plus. I have been directly involved in Building, Managing, Mentoring Small Teams of Marketers & Developers. Even growing larger departments out while transferring my skillset through one on one training.

Accomplishments Over The Years: (To Mention A Few)

- **Sensu, Leeds Dental Clinic, Meliora, Leeds Dental, Blossom, Renovo, Smile Designers - Leadgen** & Funnels, CRM integrations. £22,000,000 Revenue Generated so Far For the Smile Dental Industry
- Implemented Intricate complex event Tracking for 100s of websites using Google Tag Manager. This includes Implementing JavaScript Listeners.
- Optimised Large **Google Merchant XML Feeds** to Support Paid Advertising Performance Signals in Google Shopping Campaigns
- **Davina - OYG** - Developed multiple well rounded funnels for new acquisition & returning customers alike. Utilising TikTok and Snapchat as mid funnel click points to nurture more conversions from the main Google ads & Facebook Campaigns. After 6 months we settled on a **ROAS of around 400%** (first sale) and LTV around x4 per Year
- **TopSpeedRacing** - Developed, Implemented & Executed a Full Digital Marketing Campaign Targeting UK market. Creating a Disruptive brand that has left its mark in the niche. Also helped build a better UI for returning customers

- Magento V1 & V2 Certified Front End Developer
- Managed Large web marketing teams both in-house and remotely
- Experience in creating and implementing successful digital marketing campaigns
- Display Advertising and AI Advertising Expert using Various AI Systems
- Affiliate Marketing Referral Network Experience
- Magento & Shopify CMS / FrontEnd Development Experience
- Social Media Marketing Via 3rd Party Scheduling Apps
- A/B and Multi-variant Performance Testing
- Manage 6 & 7 figure marketing spends on Google.
- Built UX & UI Designs in Figma for Debenhams Partners using the latest CRO and User Experience Strategies
- Specialising in "Propensity Modelling" Using Predictive Analysis Strategies
- Proficient Handling Big Data Using Google Data Suite and other big data platforms
- WEB3 Web development experience (Fully Decentralised)

CRMS

- Salesforce (Full Suite)
- Teams (Microsoft 365)
- Buzzstream (Linkbuilding)
- Hubspot (Sales & Marketing)
- PipeDrive
- Monday CRM
- Asana
- Trello (with Powerups Integrations)
- BaseCamp
- and Many More

PPC PLATFORM KNOWLEDGE

- RSLA Search Ads
- Dynamic Search Ads

- **Mesmerica 360** - Started CAPI based Facebook Ads to drive 350-500% ROI on ticket sales. Introduced Reddit, TikTok & Facebook Ads. This is based in the United States Across Multiple States. The end result was a huge increase in tickets sold leading up to the event and an increase in the average feedback rating.
- **SocialInstinct** - Built Multiple Leadgen Funnels for Dental clients from scratch. Creating an unbelievable ROAS on google ads of around 2500%. The price point was a difficult sell but with the right nurturing at different points of the funnel we saw amazing conversion volumes.
- Built a highly effective email marketing & Remarketing campaigns using Bronto and Mailchimp for Ticketarena.co.uk Targeting a Range of High Profile Customers Buying Tickets for Large Events such as Parklife Festival and Hideout Festival.
- Audited SEO, Core Vitals, **CRO & UX For O2, Jet2, Boohoo, FIFA, Southampton FC, COSTA, Screwfix** using various data suites
- Built Successful Digital Marketing Campaigns for well known brands such as Liverpool Victoria...
- Optimised PPC, improving CPA and Volume on **Faceandco.co.uk** & **Salesource.io** in 2020
- Organised & Implemented a Full Rebranded & Digital Marketing Launch For Becomedebtfree.co.uk
- Increased the "DAILY" revenue From £5000 to £17,000 In 3 months - MyCookieDough.com
- Increased Revenue by 300% on theracingemporium.com Month vs Month 2019
- Built Google Shopping, Re-marketing & Search Campaigns for a large database of Clients.
- Increased Revenue by 120% in 12 months For Number1plates.com.
- Increased revenue 160% for **SafeGuard ARMOR** through solid Organic Link-building
  and PPC Shopping Campaigns setup and Management; achieved no1 ranking for keyword "body armor" & "bullet proof vest" in the United States
- Directly Managed 6 Web Teams as an Integrated Team Contracted Manager for various brands
- Generated Targeted Leads worth 1.6Million over 6 months to winstonsolicitors.co.uk
- Increased Organic Revenue by 200% after 6 months for publicrecords.com by getting No1 Rankings for the keyword "public records" in the United States
- Developed & Maintained multiple lead generation campaigns on Facebook and Google Ads for a large network of aesthetics clients. Generating over 250 leads a month for each domain
- Setup Lead Generation for ResultsMD.com, bringing the site $40,000 a month in revenue just from Paid Acquisition.
- Increased the Google US rankings for Bingo.com for the keyword "online bingo" and "bingo" in 2008, in turn, increasing Organic signups by 330%
- Developed an SEO Friendly Conversion Ready B2B &B2C website for Oakstoredirect.co.uk

- Display Ads
- Google Shopping ads
- Adroll Retargeting Ads
- TikTok Ads including TikTok shopping
- Instagram & Facebook Ads
- Pinterest Ads (Including Takeover Ads)
- Dynamic Search Ads
- Performance Max Google Ads

A|B TESTING & OTHER CRO TOOLS

- Optimizely
- Clickcease
- Lunio
- Fraudblocker
- FireBase & BigQuery
- Agency Analytics (Dashboard)
- Google Data Studio
- Google & Bing Search Console
- Google Analytics UA
- GA4 Integration & Upgrade from UA
- Google Search Console
- Bing Search Console
- Google Tag Manager
- Unbounce - Leadgen
- Instapage - Leadgen
- Leadpages - Leadgen
- Hootsuite - Social Scheduler
- Klaviyo Email
- Fullstory & Crazyegg
- Bronto Email
- Mailchimp Email
- SocialBakers
- and many more..

SEO TOOLS

- MajesticSEO
- SEOMOZ
- SEMRUSH
- AHREFs
- ScreamingFrog
- Page Insights
- Gtmetrix
- Bing Webmaster Tools
- and many more

- Increased B2B Acquisition Conversion Rate to 20% using salesforce for Scrublove.com
- Generated Finance Sector Leads on various clients for Kamicom. Helping them achieve a Profitable CPA across all accounts they hold generating £30,000 per month.
- Directly Deployed Various Organic SEO Content Strategies to Increase Lead Generation Revenue in 2013 by 54% Year on Year for theclaimsconnection.co.uk

2008 - 2015

Digital Marketing Director (B2C)

SAFEGUARD ARMOUR LTD

I Developed, Implemented and Optimised the entire Digital Marketing Strategy Both Offline & Online. This included the setup and management of all **PPC, SEO and SMO, CRO**, User Journey & A/B testing campaigns to Eventually become primary drivers of the brand's B2C revenue. I also built and managed the entire marketing team specifically outlining Goals & Departmental specific KPIs for each team member to reach specific quarterly performance markers.

- Increased Online B2C Sales and Revenue from 1.1m to 1.8m in the first year
- Doubled Conversion Rate in the first 3 years of working on the user journey for Safeguard ARMOR from 1.6% to 3.3%
- Successfully Identified and Marketed the Brand to B2C customers using various digital marketing strategies, PPC Shopping campaigns and Link Building campaigns. Created In-Depth Performance Reports each Month
- Directly impacted the organic and paid advertising growth of a new start-up business into a well established brand from the starting line.
- Designed a sound Innovative Digital Marketing Revenue Model that saw exponentially positive growth patterns over 5 years
- Built a well rounded Marketing Team internally that's still growing today

2009 - 2015

Head of Digital Marketing

TicketArena LTD (Now LYTE)

Developed, Implemented and Optimised the Inhouse Digital Marketing Strategies & Brand Activations For Various Festivals, Sport events & Club Events including but not limited to;

- Parklife
- Lost & Found Festival
- Croatia Rocks
- Ibiza Rocks
- Warehouse Project
- Mint Warehouse

Accomplishments:

DESIGN & CODING KNOWLEDGE

- PHP (Laravel)
- Wordpress Plugin Development
- HTML 5 / XHTML
- Github & Jam Stack
- CSS 3 & SASS/SCSS
- Javascript & Jquery
- Photoshop CC
- Premiere Pro CC
- Photopea Online
- Illustrator CC
- Indesign CC
- Wordpress Plugin & Theme Development
- Figma UX Design Knowledge

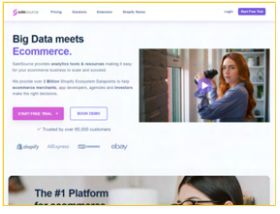
CMS EXPERIENCE

- Magento V2+ Community
- Magento V 1.9<
- Shopify & Shopify Plus
- BigCommerce
- Contentful
- Woocommerce
- Ghost CMS
- Prestashop
- OpenCart
- Wordpress
- Drupal
- Joomla
- Concrete CMS
- WIX
- Radiant CMS

FEW WEBSITES I HAVE WEB DEVELOPED....

Here are a few websites I designed and coded in the past to mention a few.

becomedebtfree.co.uk



salesource.com

- Improved tickets sales for major events in some cases selling 10,000+ Tickets in one day (pre launch) for large allocated events such as LOST & FOUND
- Oversaw a 27% increase Year on Year of Ticket Sales on Ticket Arena (Now LYTE) 2013-2014
- Increased CTR & ECR on all Ad-copy by an average of 300% Respectively on each chosen Ad Variant on Google ADs & Facebook Ads (Meta)
- Increased Product Landing Page CRO through A/B & Multivariant testing methods, sometimes improving conversion from the industry standard 7% at the time to 12%
- Improved Organic Listings (Search Traffic) and Optimised over 65 internal White Label Event Landing Pages using technical SEO auditing & Server side SEO Auditing.

2006 - 2007

VANGUARDSEO Agency

Technical SEO Manager / Lead Link-builder

Worked during the .com boom to help IGaming & Premium Dating clients such as Littlewoodspoker.co.uk, Bet365.co.uk and Prodate.co.uk see quicker growth Organically. Designing, Developing & Executing highly Targeted SEO & Link Building
Campaigns (where Paid acquisition was not an option and organic growth was a priority). I also built large affiliate blog networks to drive more A-B traffic for Competitive Brands

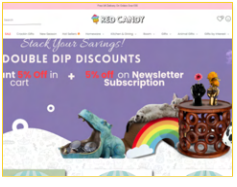
Accomplishments:

- Achieved SEO no 1 position in the UK and US for keywords such as "Online Bingo" & "Poker Online" using highly targeted link building strategies
- Ran full technical SEO audits on around 100 IGaming Websites both Affiliate & Operators alike.
- Built Viral Marketing Campaigns & Created Highly Effective Link Bait Strategies Used Tools such as MajesticSEO, Teliad, **AHREFS & SEOmoz**

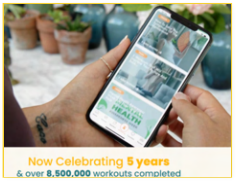
FEW OTHER BRANDS I HAVE WORKED WITH....

Here are a few brands I have worked on:

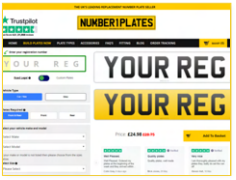
www.leedsdentalclinic.c...



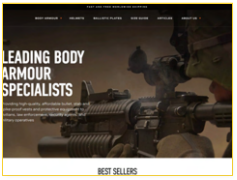
www.redcandy.co.uk



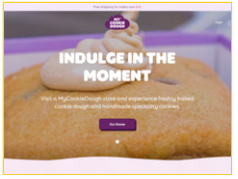
ownyourgoalsdavina.com



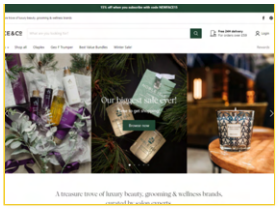
www.number1plates.com



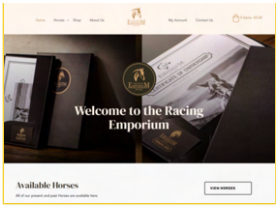
safeguardclothing.com



www.mycookiedough.com

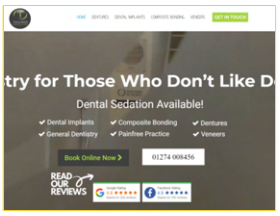


www.faceandco.co.uk



theracingemporium.com

asquarednutrition.com



www.tayloreddentalcare.co.uk

EDUCATION

2015 - Present

Facebook Ads Blueprint Certified

Facebook Academy

Blueprint Certification 2024

Zenos ICT Academy

ZENOS - Cisco Academy

MCT Certificate / IC3 Certificate in ICT

2008 - Present

Adwords Certification

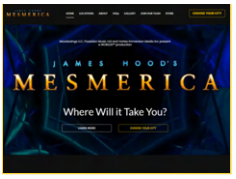
Google Adwords

Google Ads Certification (All Modules) 18 Years Certified

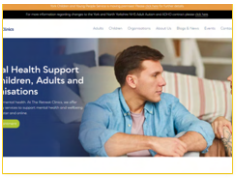
GCSE

GCSE - Abbey Grange C of E

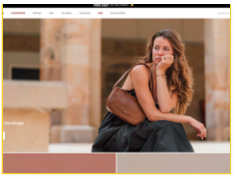
Maths B, English B, Science A, IT A



tickets.mesmerica.com



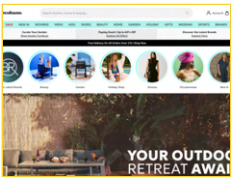
theretreatclinics.org.uk



www.pureluxuries.com

www.fifa.com

lyte.com



www.debenhams.com

pandasfoundation.org.uk

ABOUT ME

On a more personal level I Love Philosophy, fishing in destinations around the world including the Amazon. I am a Big Football & Video Game Fan. Fitness is now playing a big part in my life.

INTRO VIDEO

Digital Marketing Overview

PLEASE NOTE

Always open to full-time Opportunities as well as Freelance Contracts and Fixed Term Contracts.