



Adam Durrant

PASSIONATE SEARCH ENGINE OPTIMISATION SPECIALIST

Contact

Address:
36 Cubitt Way,
Peterborough, PE2 9NG

Email:
hello@adamdurrant.co.uk

Mobile:
07713022869

Website:
adamdurrant.co.uk

Core skills

- SEO strategy & communication
- Comprehensive technical auditing
- Conversion rate optimisation
- Fluent HTML & CSS
- Copywriting and editing
- Content marketing & design
- UX & wireframing
- Project management
- Advanced analytics, tagging & reporting
- Critical thinking/problem solving

Personal summary

Skilled SEO specialist who has been building and optimising websites since 2016. Equipped with a wealth of diverse experience in-house, freelance and agency-side.

Has led numerous multinational brands in the development of organic strategy, consulting and execution.

Passionate about SEO - frequent conference attendee including SMX, BrightonSEO and SearchLove.

Expert knowledge of advanced technical compliance, keyword research, enterprise industry tools, analytics, content strategy and conversion rate optimisation.

Outstanding interpersonal and communication skills.

Pragmatic, determined and empathetic when faced with complex problems.

Aspires to learn from rockstar business leaders.

Professional history

SEO CONSULTANT

Brainlabs
July 2021 - July 2022

- Led strategy for household name global brands with a test and learn approach to organic search
- Developed world-class SOPs including technical audit templates, keyword research automation and analytics dashboards
- Responsible for leading communication, budgeting, delegation, planning and execution for a large scale international SEO strategy for the agency's second largest client
- Grew non-brand organic performance for this client (a global leader in the telematics industry) by +108% YoY

FREELANCE SEO CONSULTANT

adamdurrant.co.uk
Self Employed March 2020 - July 2021

- Headed organic strategy for startups in numerous industries with an embedded approach to consulting
- Grew non-brand organic performance by 10x for a biotech startup by scaling content production and overhauling SOWs for medical advisors & involving them in content marketing to bolster an E-A-T led strategy
- Stepped outside my remit to design, develop and implement missing eCommerce principles using no-code platforms and prioritised implementation within a small team

References

Jamie Faulkner
Head of SEO, Brainlabs
Digital
Email:
jamie.faulkner@brainlabsdigital.com

Jo Vos
CMO, imaware™
Email:
jo.vos@imaware

Jennifer Hattam
Marketing Director, Tots to Travel
Email:
jen.hattam@totstotravel.co.uk

Interests

Keen front end coder,
amateur photographer and
sushi consumption
enthusiast.

Obsessed with the no-code
movement, loves building
websites for fun and
fascinated by
entrepreneurial culture.

Personal projects

seotweets.io
An automated twitter
curation tool to wrap up the
best of #seotwitter built
using Webflow and Zapier.

SEO toolbox
A curated (and growing) list
of the best SEO resources I
use regularly built from
scratch by me using Webflow
and F'insweet libraries.

Keyword value calculator
A JavaScript fuelled
calculator enabling users to
estimated the ROI of
individual keywords using
AOV, search volume and
click-through rate.

DIGITAL MARKETING MANAGER

Tots to Travel
October 2019 -
March 2020

- Fully responsible for planning and executing paid social campaigns with an annual spend of approximately £150,000
- Consistently achieved a 2x ROI despite extreme competition (and inflated CPMs) from well established travel giants
- Enabled agile scaling by utilising smartly.io to automate ad and platform formats, campaign duplication, creative production and targeting for prospecting and remarketing
- Managed & optimised website content collaborating closely with development & content teams achieving 2x non-brand organic growth during my tenure

SEO & CONTENT SPECIALIST

CIPS
Feb 2019 - Oct 2019

- Solely responsible for the maintenance and growth of organic search globally
- Introduced SEO concepts to the business and collaborated heavily with content teams to train and educate stakeholders around content design, keyword research fundamentals and basic SEO principles
- Focused on international targeting by building a case for amendment of hreflang and removal of geo-location based redirection rules to avoid content duplication and improve crawlability
- Played a primary role in CMS development by building unique elements and assets with HTML & CSS to better house information within a legacy platform (Episerver)
- Budgeted and wrote user stories for custom CMS fields to aid with SEO tagging
- Onboarded an automated accessibility and content auditing tool (Little Forest) to empower large international content teams and scale content management

SEO & DATA LEAD

Zazzle Media
Oct 2018 - Feb 2019

SEO MANAGER

Tots to Travel
Dec 2017 - Oct
2018

SEO & CONTENT EXEC

Interflora
May 2016 - Nov 2017

Academic History

COVENTRY UNIVERSITY

Bachelor of Science 2011 - 2014

Forensic & Investigative Studies

Upper second class (2:1)