

Hello, I'm Eugene Guye.

I'm an experienced Digital Marketing Manager with 10 years experience and a strong analytical focus. My expertise includes content creation, paid digital strategy, and SEM/SEO. I excel in ranking websites organically and optimising content with data driven decisions.

Experience

2023 - 2024

DIGITAL MARKETING MANAGER // INVISIBLE SYSTEMS

As the digital marketing manager at Invisible Systems, my role involves boosting growth and delivering high quality leads across various digital platforms. I spearheaded the development of the company's new website, enhancing it for SEO and crafting a user-friendly layout. I generated £650k in the pipeline for one quarter from organic search alone. Additionally, I utilise AI for content generation, customer service, and lead acquisition. Handling automated email campaigns and employing A/B testing to engage with target audiences efficiently. Creating and managing dynamic paid advertising and maximising ROI and allocated budget and reporting on digital strategies each month for continuous improvement.

- Managing website and creating CTAs, content and optimising images.
- Analysing Google and LinkedIn Ad metrics to drive traffic and increase conversions using data-driven strategies.
- Creating email marketing automation with A/B split testing and optimisation for open rate.
- Tracking, measuring, and reporting on all digital marketing metrics. Providing insights for campaign improvement across PPC/SEO/SMM

2015 - 2023

DIGITAL MARKETING MANAGER // ACTIVE DRAPING

Active Draping are an event hire business in Melbourne. I was originally hired to build Active Draping's website and was kept on to maintain the website, social media, SEO as well as all marketing for Luxe Chandeliers. Both websites are fully decked out with a product hire shop as well as new copy by me that really gives the viewer a sense of luxury wedding styling on every single page. My duties included:

- Blogging for SEO and all digital marketing including using AI to assist in creating content in a timely manner.
- Monitoring Google ranking by using Ahrefs, Ubersuggest and recrawling website using Web Developer Tools.
- Ensuring Website followed best practices for SEO including, content hierarchy, URL slugs, meta data descriptions, backlinking and using Hubspot and Facebook pixel for remarketing strategies.
- Code injection and altering HTML, CSS to fix any website issues as they occurred with platform updates.
- Email automation and sequencing for generating new leads for the business and sales team.

CONTACT

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EDUCATION

2013 - 2013
Small Business Management
RMIT University

2011 - 2012
Adv. Dip of Event Management
Melbourne Polytechnic

CAPABILITIES

- Website Design
- Email Marketing + CRM
- Search Engine Optimisation
- Social Media Marketing
- Photography + Video Editing
- Online + Print Marketing
- Adobe Software Expert

CERTIFICATIONS

Accredited Google Expert
Google

Scissor Lift (SL)
Construction Training International

TECHNICAL SKILLS

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Adobe Lightroom
- Google Console
- HTML + CSS

SOFTWARE SKILLS

- Adobe
- Canva
- HubSpot
- Squarespace
- Wordpress
- WebFlow
- Ubersuggest
- Ahrefs
- HootSuite
- MailChimp