

CONTACT ME

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 Home Address: Dulwich Hill,
Sydney, NSW

CAREER SUMMARY

-  8+ years working at 5 Digital Marketing / Media agencies from 20-35,000 employees
-  3 Years in a client-side role (largest Aussie Financial Comparison Site)
-  3 years of Senior Consulting for Search & Data agencies
-  1 year freelancing SEO & Paid Media for a small group of word-of-mouth clients
-  Co-founded (and operated as CEO) a SaaS startup. Focusing on building Digital Marketing automation tools
-  Actively learning, working, and helping friends and colleagues in my time outside of work. I also regularly blog and vlog on many aspects of digital marketing having been published in many respected publications.

ALEC SHARRATT

13+ YEARS DIGITAL MARKETING VETERAN

"You cannot teach passion, but passion is what separates good from great"

SUMMARY

Digital marketing expert passionate about delivering on business objective defined growth. **Dedicated** and experienced in leveraging data insights to inform both tactical & strategic decisions.

Main areas of expertise include paid media performance (specifically **paid search, video, remarketing, display, paid social, & SEO**). With over **13 years'** experience in campaign and cross channel strategy optimisation, brand marketing and communications. All of which has required advanced skills in both **stakeholder & project management**.

Both extensive **agency-side, client-side** experience, and considerable **freelance & consulting** work engendered a **creative flair** tempered by a **data-heavy** approach. Bringing strategic thinking, **thought leadership**, and **innovation** with an infectious **passion** for my work.



A long history of **demonstrable ability** to successfully build, manage, integrate with, and **grow digital marketing teams** of many sizes. My process and **logically driven** approach are moderated by the **empathy** and **consideration** for my team and their goals.

When **team goals** and **customer focus** - in terms of outcome and relationship - are aligned, **success is almost a guarantee**.

TECHNICAL SKILLS

- SEO
- Google Ads
- Facebook ads, Pages, etc
- LinkedIn
- Twitter
- Google Analytics & Tag Manager
- Conversion Optimisation
- UX and Landing Page Design
- Data Analysis (Data Studio, Tableaux, Excel, Etc)
- Native Advertising

QUALIFICATIONS

-  Google Ads Certified (all tests)
-  Google Analytics Certified (all tests)
-  Full clean driving license

-  Mathematics (A-Level College)
-  Business Studies (A-Level College)
-  Physics (A-Level College)
-  Marketing (A-Level College)
-  UK CTC Security Clearance (Expired)
-  Police Clearance (UK & AUS)
-  Computer Engineering Certification

Head of Paid Media

Choose Digital | Aug 2019 - present

Responsibilities

- Client management & both internal & external stakeholder management. Managing the Paid Media team's weekly tasks, time management, priorities, ensuring that KPIs and deadlines are met
- Social media / Facebook strategy and implementation for products, services and apps for new / existing clients
- LinkedIn strategy for lead generation for Chinese-Australian eCommerce (B2B/B2C)
- Google Ads strategy for a huge range of clients ranging significantly in spend (from 2K to 75K media spend per month)
- Pitch deck preparation, running client meetings, reporting to upper management

Achievements

- Built an SEM team and all processes and management flow
- Successfully implemented all workflows & processes to manage the wider team
- Designed and implemented a suite of new offerings (CRO & Landing Page Design)
- 300% growth in paid media revenue at target ROI
- Spearheaded internal deployment of universally used project management system to streamline collaborative workflow

Senior External Consultant + Freelancer

Lens10 & DataTrue | Jul 2017 - Aug-2019

Achievements

- Exceeded targets by reduced CPCs by 83%
- Reduced spend by 70%, exceeding targets
- Grew traffic by 80% and maintained traffic at this rate while decreasing CPCs and ad spend
- Built a Digital Marketing team through a process with multiple high-level stakeholders
- Reviewed all existing suppliers and made decisions to keep their services

Responsibilities

- Managed 10 brands with 4 Million AUD per year in paid media. Reduced self-competition between brands that competed in the same space. Drove new customer acquisition inline with strict revenue growth.
- Educated and managed stakeholders on SEO and wider digital channels, while advocating for digital. Generated SEO recommendations and managed their implementation parallel to a multi-site (7) migration consolidation strategy.

EXPERTISE

- Project Management
- Stakeholder Development
- Paid Media Strategies & Deployment
- SEO Strategy & Technical SEO
- Thought Leadership & Strategic Thinking
- Process Development & Improvement
- Delivering on client business Objectives
- Social Media / Paid Social Advertising
- Time Management (myself and teams)
- Process driven approach to everything

MY CORE TRAITS

- ✓ Highly focused but great multitasker
- ✓ Initiative, innovation & Creativity
- ✓ Strategic Thinker
- ✓ Thought Leadership
- ✓ Honesty (I mean what I say)
- ✓ Professionalism & Diplomacy
- ✓ Presenting, Pitching, public speaking
- ✓ Straight talking
- ✓ Loyalty & openness to feedback
- ✓ Solid work ethic (I take pride in my work)
- ✓ Data driven research & insights that tell a story is

CEO & Co-Founder

Raptor Digital Marketing Tools | Jul-2017 Aug-2019

Achievements

- Created all website content on SEO, PPC, Analytics and Social Media (over 592 Pages and 675,000 SEO, Social Media, Analytics and PPC advice of guides)
- Created 189 SEO instructional / tutorial videos
- Drove organic users from 0 to over 10,000 site per month in two years, while fighting in a highly competitive industry
- Co-Created a profitable business
- Now have over 800 users!

Responsibilities

- Designing and creating all specifications for every aspect of the business, software, sales and marketing documentation
- Managing a team of 8 people (Devs & SEOs primarily)
- Acquiring investment and managing all stakeholders / investors and directors
- Managing external teams, such as, development, UX and web designers
- Creating website content, managing all SEO and PPC
- Managing social media campaigns from paid ads to organic posting and outbound sales
- Managing the investors and director board meetings. Managing financial and development milestones, business updates, analysis and strategy
- Ensuring the deadlines were set and met accordingly
- Pitch deck preparation & pitching for new business

Online Marketing Manager

Mozo (AU) | Sep-2014 Jul-2017

Achievements

- **Grew organic revenue** through my own creative initiatives by **55% YoY** for three years
- **Grew paid revenue by ~70% YoY** for three years whilst hitting ROI targets
- **Grew profit by 367%** over 1 year through a collaborative initiative that I created and managed

Responsibilities

- Managed ad spends of over 3 million AUD per year across multiple channels such as AdWords, Bing and Outbrain, spanning a range of financial products & services such as home loans and credit cards
- Managed SEO and worked with the content team to drive organic visibility
- Managed external suppliers, internal stakeholders and advocated for the digital media team to grow our budget
- Monthly, quarterly, and yearly reporting & forecasting

TOOL EXPERIENCE

- Moz, SEMRush & AWR
- Google Ads / Keyword Planner
- MajesticSEO
- LinkedIn
- Screaming Frog
- DeepCrawl
- Ahrefs
- KWFinder, SpyFu
- MS Excel (Absolute Ninja)
- Google Search Console & all Google tools
- Adobe Creative Cloud Suite (Master suite)
- Outbrain & Taboola
- Ableton, Logic and msusic production tools
- Unbounce & similar landing page tools
- Video editing tools (mostly Adobe)
- YouTube (user and creator)
- Sitebulb, Raven Tools, almost all SEO crawlers
- Raptor Digital Marketing Tools!
- Web browsers (inspect and recording fools logs and scripts (Chrome and Firefox)
- browser compatibility tools (LambdaTest, BrowserStack, etc
- Full Microsoft Office 365 Suite
- Search Metrics

SEO Manager

First Click Consulting | 2013 - 2014

Senior SEO Manager

Columbus Search | 2013 - 2013

Senior SEO & PPC Manager

Koozai (UK) | 2010 - 2013

SEO & PPC Account Manager

Vertical Leap (UK) | 2008 - 2010

SEO & PPC Freelancer

Self-Employed (UK) | 2006 - 2008


Visit my [LinkedIn Profile](#) for a complete employment history.

FOR FUN

Despite spending much of my free time on side projects. I have created a more healthy balance in later years. Aside from the general human experience of socialising with friends, films and reading, I regularly enjoy and practice the following:

- Spending time with my partner Naia
- Going to the gym (every lunch time, every day)
- Drawing (pencil mostly)
- Tabletop gaming (Warhammer 40K)
- Modelling (also Warhammer 40K miniatures)
- Music production (Ableton & Logic)
- 3D design, making digital art, and 3D animation (Cinema 4D, Maya and Adobe)
- Gaming (mostly PS classics like GTA or PC strategy games like CIV)
- Comics (Love em!)
- Getting in amongst nature... camping, campfires with friends, hikes, waterfalls, rock climbing beaches. swimming and mountains... yes!
- Travelling (I have been to around 30 countries)
- I also enjoy philosophy, physical sciences, cats and especially dogs (dogs are the best)

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