

Tom Iveson | Digital Marketing CV

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Career Summary

A seasoned marketer with a focus on great content and on-page SEO, my roles within marketing and sales have always had communication at their core.

Circumstances during the pandemic meant a return to sales-based roles, but I'm now returning to marketing with renewed enthusiasm.

If you could benefit from a proven all-rounder delivering amazing value for your business or project, I'd welcome your call.

Primary Skill Set

My more relevant skills and experience sets are the areas I've enjoyed developing the most.

On & Off Page SEO
Content Strategy
Photoshop
Ecommerce
SEMrush

Content Marketing
Copywriting
Video Content
PPC
Email Marketing
Event Planning

Article Writing
Basic HTML & CSS
Social Media
UX & Heatmapping
Advertorials/PR

Employment & Experience

	Business Development Manager	PAM Group	Jan 2022 - Present
Top 3 Skills	Outbound Sales	Niche Medical	Business Development
	Account Manager	Kays Medical	July 2020 - Dec 2021
Top 3 Skills	B2B Sales	Salesforce	Account Management
	Freelance SEO	Content North	Nov 2019 - July 2020
Top 3 Skills	Agency Sales	SEO	Wordpress
	Content Strategist	Own Your Space Ltd	Mar 2019 - Nov 2019
Top 3 Skills	Content Creation	Technical SEO	Bid writing
	Content Manager	Get Claims Advice Ltd	Mar 2016 - Mar 2019
Top 3 Skills	Content Management	Wordpress	SEO Copywriting
	Freelance SEO	Content North	Mar 2015 - Mar 2016
Top 3 Skills	SEO Copywriting	Business Development	Analysis
	Brand Manager	Swell UK (Group)	June 2014 - Mar 2015
Top 3 Skills	Product Copy	Purchasing	Brand Management
2011 - 2014 University of Salford 1:1 English Literature			
	Sales & Purchasing Roles	UK Car Group	Feb 2008 - Sept 2011
Top 3 Skills	B2B Sales	Direct/Auction Sales	Outbound Sales