

Tom Iveson

✉ tomiveson21@gmail.com

☎ 07891823443



Marketing Manager > Business Development Manager

Invictus Energy Group (OneHeat & HappyLoft)

April 2022 - Present

Solo developed SEO-led website strategy that continues to generate high-value leads. Developed and launched two sub-brands, produced lead-generating content for multiple channels before moving to the BDM role.

Account Manager

Kays Medical

July 2020 - December 2021

A highly fruitful return to B2B sales with a customer-centred approach, I managed national top-level accounts quickly establishing rapport, trust and authority leading to high revenue and profitability.

Freelance SEO Contractor

Content North / Tom Iveson

November 2019 - Present

Acquired new clients via networking and cold-calling, helping to shape small business websites and content campaigns in the run up to the pandemic. I continue to help small business and startups today.

Content Strategist

Own Your Space Ltd

March 2019 - November 2019

Directly related to my previous employment, I helped launch Own Your Space in a hybrid role, helping them win their first clients and train new staff in digital marketing disciplines while excelling in technical SEO & content.

Content Manager

Get Claims Advice Ltd

March 2016 - March 2019

Headhunted, I became the foundation block for GCA's national marketing efforts, spearheading successful SEO, PPC and Social Media campaigns resulting in 1000's of high value leads, along with multiple side-projects.

Freelance Copywriter

Content North

March 2015 - March 2016

Pitched and acquired my own work as a freelance copywriter and WordPress dev, contributing to the development of multiple projects across several different niches and developing my own signature style of copy.

Copywriter > Brand Manager

Swell UK

June 2014 - March 2015

Successfully completed full content re-work on 3 ecommerce sites (previously hit by Panda algorithm update) before accepting a more senior role with multiple functions across the business.

Call Centre Agent > Remarketing Executive

UK Car Group

February 2007 - September 2011

Excelled at inbound sales before progressing to remarketing for WeBuyAnyCar.com, remarketing 1000's of cars every month to achieve and exceed ROI targets.