

Samuel Vines-Stancill

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Summary

Analytical and creative digital marketing professional. Power user of Google Analytics, Search Console, Ahrefs and more. Certified by Hubspot. Passionate about keeping current with latest trends in search and content. Strong attention to detail, with the ability to strategise effectively. Loves working in a team.

Skills

Copy/Content Writing, SEO & Analytics, Wordpress CMS, Photoshop, HTML & CSS, Advanced Excel

Experience

Senior Account Manager

SEO Works • Sheffield

07/2023 - Present

- Leading up to nine SEO campaigns at a time, including managing up to five junior SEO specialists.
- Developed effective organic growth strategies covering technical SEO, content creation strategy, optimisation for high-opportunity keywords, and link-building.
- Arranging implementation of strategy with internal and external partners including web developers and content writers, with use of detailed proposal documents and content briefs.
- Developed reputation for retaining clients and finding ways to benefit websites even on challenging projects.
- Including work of Account Manager (described below)

Account Executive and Manager

SEO Works

01/2021 - 07/2023

- All communications with client. Explaining work, setting expectations and maintaining a positive relationship.
- Writing content, implementing technical fixes, and actioning outreach for whitehat link-building purposes.
- Reporting results.

Administrator

Capita • Sheffield

09/2017 - 09/2020

- Working in high-paced, data-driven environment in a FTSE 100 company.
- Heavy use of advanced Excel (pivot tables, lookups, calculations) and custom databases.
- Collaborating across departments (Operations, Finance, Risk and Compliance, Technical) and with external partners (clients, actuaries, financial advisors) and scheme members.

SEO and Content Specialist

Freelance • Sheffield

09/2016 - 10/2017

- Self-driven, self-made role.
- Deciding digital goals and strategies with small business owners (for example: a hotels, a house mover, a gaming website).
- Researching and writing the content, sometimes on tight schedules.
- Use of Google Analytics, Wordpress, SEMRush and other tools and resources.
- 95+ freelancer score on Upwork.

- Client feedback: "Sam did an excellent job. He had clear communication and delivered the job on time. The result was great. A great collaboration."

Supervisor and Bookkeeper

Williams Apartments • Sheffield

05/2014 - 10/2016

Education

Certifications in Inbound, SEO, Paid Ads, Analytics

Hubspot Academy, Google Skillshop, Facebook for Business • Sheffield

10/2020

Currently undertaking further courses in digital marketing and general marketing.

A Levels

09/2010

Art and Graphics (A), History (B), Maths (B), Physics (C)
