

PETER DE

DIGITAL MARKETING SPECIALIST

PERSONAL PROFILE

Digital Marketing Executive with 4+ years' experience, specialising in SEO, website management, content, email marketing and digital communications. Experienced in using analytics and search data to improve website performance, optimise content and identify opportunities for increased organic visibility.

EDUCATIONAL HISTORY

University of York, 2017-2020

Certificate of Higher Education

Social Policy and Criminal Justice

Hurstpierpoint College, 2013-2017

A Levels

Religious Studies (B), Geography (C), P.E. (C)

GCSEs

2As, 6Bs, 2Cs including English and Maths.

WORK EXPERIENCE

Creator, A Very Boring Travel Blog

While taking some time out to travel this year, I built and managed an SEO-focused travel website, developing a content strategy based on keyword research, search intent and competitor analysis. Managed site architecture, on-page optimisation, backlink outreach and analytics implementation. Regularly analysed Google Search Console, Google Analytics and Ahrefs data to identify emerging search queries, optimise existing content, improve internal linking and refine articles to increase organic visibility and better align content with user intent. also built an automated SEO reporting workflow using the Search Console API, Google Apps Script, Google Sheets and Looker Studio to identify, analyse and prioritise organic search opportunities.

Digital Marketing Executive, Sussex Chamber of Commerce 2021-2026

- Managed CMS updates across two corporate websites, maintaining technical stability, improving content and supporting websites receiving 10,000+ monthly users.
- Planned and delivered SEO activity, using Google Search Console, Google Analytics and SEO tools to identify search opportunities, optimise content and improve organic visibility.
- Produced SEO and digital marketing reports, analysing performance data and turning insights into recommendations for website and content improvements.
- Created and optimised website content, marketing communications and campaigns, adapting technical business information into clear, engaging content.
- Managed email marketing activity through Mailchimp, creating communications to engage Chamber members and businesses.
- Supported digital promotion of events and campaigns across email, social media and website channels.
- Helped grow social media audiences across three accounts to 20,000+ followers.
- Worked with internal stakeholders and businesses to develop digital content and communications aligned with organisational objectives.

CONTACT ME AT

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RELEVANT SKILLS

- Microsoft Office
- WordPress
- Google Search Console
- Claude Code
- GA4
- Semrush and Ahrefs
- Hootsuite
- Mailchimp
- Screaming Frog
- Looker Studio

TRAINING COURSES

CIM- AI In Marketing

Hubspot- SEO Basics