

Anthony Sharot

16 Sentis Court, 8 Carew Road, Northwood, HA6 3NG
anthony@marketappeal.co.uk - 07956 990 216

Search engine optimisation (SEO) consultant with extensive experience managing organic and paid search (PPC) campaigns, employing integrated analytics for ongoing ROI optimisation.

Proficient at **pay-per-click (PPC)** campaign set up and management across several sectors including legal, financial, retail and recruitment.

Combines copywriting, usability, and **conversion optimisation** to reduce drop out, while increasing stickiness & sales.

Immediately available for consulting across NW London and firms open to teleworking.

Work Experience

Head of Search, Market Appeal (own company www.marketappeal.co.uk) **1/5/06 – present**

- *Increases traffic, revenue and return on investment (ROI) with visitor, competitor, search engine and website analysis.*
- Manage a mid-level SEO consultant along with freelance staff. - Several past employers have become clients.

Services

- **Search engine optimisation (SEO)** full service consultancy including in depth keyword research, competitor analysis, technical audits, content optimisation and link building.
- **Pay-per-click (PPC)** campaign set up, management and optimisation across all the major paid search networks.
- **Web analytics evangelist:** analytics set up and analysis, including staff training, to help maximise insight and ROI
- **Conversion optimisation:** e-commerce, lead generation, landing page and advertising conversion rate optimisation.

Clients include

MyersClark.co.uk Triviala.com SearchOfficeSpace.com TLCBroadcast.co.uk Wellcome.ac.uk Pancentric.com
Barracuda-Digital.co.uk TrustedPlaces.com SongKick.com Zubka.com InvestecAssetManagement.co.uk
BritishMedicalJobs.com ConnectGroup-IT.com MidasMedicalRecruitment.com Gadget-Cover.com

Online Marketing Executive, Epoq Legal Services (p/t) **19/10/06 – 7/09**

- Marketing and copywriting for sites such as MyLawyer.co.uk, HalifaxLegalSolutions.co.uk, AragLegal.co.uk, Epoq-Wills.co.uk and DesktopLawyer.co.uk - gaining additional traffic and several first-page positions.
- Setting up and optimising Google AdWords, Yahoo! Search Marketing & MSN adCenter campaigns including long-tail keyword groups, creative ad writing and ongoing split testing increasing conversions while reducing cost-per-click.
- Using advanced analytics analysis to inform the redesign of HalifaxLegalSolutions.co.uk improving its usability, accessibility and search engine optimisation, reducing advertising costs whilst significantly increasing profitability.

Freelance SEO Consultant, TrustedPlaces.com **05/11/07 – 03/08**

- In charge of search engine optimisation for this rapidly growing social-review site, achieving 10% av. growth per month.
- Set up and optimised expansive AdWords pay-per-click campaigns reducing the cost per acquisition by over 300%.
- Reconfigured Google Analytics to provide additional granularity, enhancing tracking capabilities and business intelligence.
- Proposed and managed the implementation of a Clash Media affiliate scheme to acquire additional members.
- Advised on usability and navigational improvements, setting up split-testing to optimise landing page conversion rates.

Search Marketing Manager, www.Zubka.com (contract) **19/2/07 – 10/9/07**

- Site-wide search engine optimisation review recommending changes for scalable SEO success.
- Introducing bespoke job board organisation to make it search engine friendly.
- Introduced plans enabling the exporting of jobs via XML, RSS, Google Base and recruitment industry specific search engines such as indeed.com, as well as social tagging Del.icio.us and Technorati.

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Technical Marketing Assistant, QBS Software

1/8/06– 8/10/06

- Updating of www.qbssoftware.com to keeping it current with new software titles and product changes.
- Editing the monthly eTechNews and End of Month Special e-newsletters read by 40,000+ IT professionals.

Associate Consultant, Idealpeople.net

1/12/04 – 31/3/2006

- End-to-end recruitment cycle including: lead generation, new client acquisition, vacancy (requirement) specification, fee negotiation, candidate sourcing, qualification and expectation management, interview preparation and debriefing and generally guiding candidates through the hiring process, from first contact to post placement.
- Identifying desirable candidates by searching internal and online databases, reviewing ad responses, referrals, and online and offline networking communities, headhunting as and when needed.
- In depth candidate telephone interviewing using situational, competency based, psychometric and technical assessments tailoring questions to clients' particular requirements.
- New business generation. Cold calling clients and charming gatekeepers, prior to pitching and closing key decision makers.

Sales results:

- ✓ 16 placements in the first full year of employment generating revenues in excess of £66,000 from a combination of existing clients and freshly acquired accounts.
- ✓ Numerous letters of appreciation, from both placed and unplaced candidates, enthusing about the ease of engagement, standard service from IdealPeople.
- ✓ Top Performing Associate Consultant Q1 2005, and for the first year overall.

Part Time Work

12/5/04 – 1/11/04

- Researching and writing web copy for business start-ups '*Peak Performance Coaching*' and '*The CV Writers*'.
- Tutoring Maths and Physics GCSE and through the Greater London Tutorial Agency.

Recruitment Consultant, Sales Link Services

1/3/04 – 8/5/04

- Registering & telephone interviewing candidates, conducting searches and placing sales staff in temp assignments.

Cycles Department Manager, Halfords

12/03 – 2/04

- Managed department (1 full time and 2 part time staff), selling new cycles and conducting safety critical servicing.

Year In Industry – Gap Year

Trainee Engineer, Elmdene International Ltd.

1997 – 1998

- Worked in Research & Development developing and Automated Test Unit (ATE) for a top selling ADT house alarm.
- Nine months IEE accredited training toward Chartered Engineer certification (CEng).

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Technical Skills

Hardware & Office Software:

- MS Office including: Word, Excel, PowerPoint, Publisher, FrontPage and Outlook. Windows 3.x-XP and DOS
- Coding accessible, WC3 compliant HTML and CSS, and Z8 and PIC microcontroller assembler
- Building, maintaining, networking and upgrading PCs.

Design: Photoshop, Paint Shop Pro, CorelDraw, FrontPage, Publisher, PageMaker and Navision CMS

Education

Neuro-Linguistic Programming - Practitioner Dual-Certification

11/2003-12/2003

The Society of Medical-NLP, Guy's Medical School Campus, London

- An intensive training course teaching the latest psychological tools for promoting interpersonal change, such as by combining conscious and unconscious communication channels to rapidly gain rapport.

MA Psychoanalytic Studies – Brunel University, Uxbridge

2002 – 2004

- Developed a psychoanalytic understanding of communication, group theory and contemporary psychology.
- Wrote a 15,000-word thesis on the connection between parental speech and child psychosis in the 1900s.

BEng (Hons) Electronic Engineering (years 2 and 3)

2000 – 2002

Brunel University, Uxbridge (2.ii)

- Project management, report writing and complex system analysis e.g. using PSpice.
- Applied mathematics, statistics, experimental research and technical presentations.
- Additional Modules: Law for Engineers (including Health and Safety), Engineering Business Enterprise.

Lancaster University, Lancaster, Electronic Engineering with Management Science - (1st year only) 1998 – 1999

Merchant Taylors' School, Moor Park

1992 - 1997

- A Levels: Physics, Economics, Maths, General Studies (B, C, C, A)
- Young Enterprise Europe Examination (1996)
- 9 GCSEs (2 A*s, 3 As, 2 Bs & 2 Cs) including Maths, Physics, Chemistry, French, English, Technology.

Awarded the Old Merchant Taylors' Prize for Business Enterprise

1997

- Recognised for leading Quantum Ltd. the most innovative Young Enterprise Company in the county.

Personal Details

- Born: March 1979
- Nationality: British

- I'm a keen skier, and once raced for Lancaster University's ski team.
- I also enjoy following current affairs and recent developments in internet technology, marketing and psychology.