

Software2 | Marketing Executive (Head of Digital) | Aug. 2018 - pres.

In my current role with Software2, I have sole ownership over digital marketing, with my regular output and responsibilities as follows:

Content creation, copywriting, and distribution

- Strategy and execution of B2B blog campaigns, including advanced methodologies such as pillar pages and topic clusters.
- Keyword/market research using tools, such as SEMrush, Ahrefs and Google Search Console to identify topics for blog content.
- A focus on multiple, global markets, including: US, Canada, UK, UAE, Australia, DACH, Norway, Sweden, Spain, etc.
- Creating content briefs adhering to keyword research, as well as writing the copy itself for those briefs.
- Management of supplier/freelance relationships to produce meaningful content, then editing for optimal SEO performance, on-brand messaging, and authoritative positioning.
- Enacting market research using surveys and other tools to identify market needs and intent.
- Crafting copy for product, solution and general website pages to communicate benefit statements in compelling ways that convert.
- Using my graphic design experience to produce visual content such as infographics.
- Working with partners/suppliers to create all other formats of content, such as testimonial videos, product teasers, new version releases, etc.
- Distribution of content throughout all channels to maximise impressions and engagement, including internal syndication to help keep sales and marketing aligned
- Ownership of communication channels to ensure tone-of-voice is maintained and adding value at every touch point.
- Managing collaborative/supplier relationships for linkbuilding, guest content, and promotion.

Technical SEO, website UX

- Total ownership over all aspects of software2.com.
- Highly proficient with technical and non-technical SEO.
- Ownership of SEO strategy and supplier relationships
- Regular careful monitoring of SEO tools to ensure site 'health' and performance are optimal
- Adept in web UX and expectation, responsibly for designing, specifying and project managing continuous website developments to stay ahead of trends and competition
- Biannual full website refresh (£20k - £40k), annual major update (£10k - £20k), quarterly minor update (<£10k)
- Design of new features to contribute to improved rankings, engagement, conversions, etc

Analytics & reporting

- Using analytics and reporting tools evaluate content performance, identify high-ROI actions and implement them into processes/workflows.
- Using built reports to present data internally at board level for a number of purposes, including gaining project budget approval or internal business reviews.
- Identifying market trends, both over long timescales and in the present to build long-term strategies while being able to react to current events. A great example of this is my [execution of SUMMIT20](#): A global webinar series to replace Software2's biannual customer & prospect events.

New projects

- Conceptualising new digital marketing projects to help keep marketing progressing and demonstrating exponential ROI, Examples as follows:
 - SUMMIT20 global webinar series
 - Account Based Marketing
 - Customer 'Hall of Fame' initiative
 - Software2 University
 - Customer marketing packs, etc

To view examples of my work on the Software2 website, please click the following links:

[Blog](#) | [Product pages](#) | [Solutions pages](#) | [Case studies](#)

Past Experience

Round Creative | Marketing Specialist & Head of New Business | Aug. 2017 - 2018

In my time as Head of New Business, for full service creative agency, Round Creative, I was responsible for generating new business and opportunities for the business from both a sales and marketing perspective. This included blog management, content creation, copywriting, events management, direct prospecting, CRM/data/pipeline management as well as more traditional sales responsibilities.

Leeds Tech | Digital Marketing & Audience Engagement Specialist | Aug. 2017 - Aug 2018.

In this role I focused on driving significant engagement over short, focused periods of time for a tech-industry networking platform conceived & developed by Round Creative. By managing the strategy & execution of the social media marketing campaign efficiently & working around high-profile, high-attendance key industry events, we achieved significant engagement during soft launch periods and defined go-to-market strategies. I took on this extracurricular work shortly after accepting my role with Round Creative.

Hello My Name Is | Marketing Manager | Oct. 2016 - July 2017

A start-up recruitment business for whom I helped to launch the MVP and first iteration of their product, generate early adopters and generally build brand recognition through marketing. Shortly after joining. A total rebuild was mandated, covering functionality & UX design prior to further investment rounds. I defined target audiences and market positioning through persona research, held focus groups and social media polls to collate feedback and applied findings to product design and marketing strategy. This research resulted in a new brand and product: MeVie.com.

Samplephonics | Content & Marketing Intern | Sept. 2014 - July 2015

I undertook an internship with Samplephonics in a music marketing capacity and was successful in managing and marketing content for a significant worldwide customer base. In this position I was responsible for digital products from conception to production to distribution. My responsibility included conceptualization, project management, file editing/management/presentation, branding, marketing & distributing

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JAKE HARDING

Digital Content Marketing & SEO Specialist

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I am a digital marketer with a 5+ years' experience in, and a passion for content, copywriting, SEO, and web marketing.

Introduction

I am a digital marketing, content and SEO specialist, with expertise in B2B marketing for technology or SaaS products. I excel in distilling complex and technical topics into compelling, relatable, benefit statements. I am also experienced in targeting specific and niche audiences made up of multiple, varying personas. From solution-focused, technically-minded executives to more benefit-focused, commercially minded C-level employees, and everything in between.

I am also experienced in targeting individual geolocations; specifically, the United States, to achieve key strategies and build brand referenceability.

There are three core pillars to my skillset, those being copywriting/content creation, technical SEO, and website/UX management. I have actively honed these skills to be as effective as possible at executing inbound marketing methodology, generating business, and influencing conversions using digital marketing channels.

Copywriting

I am a content creator at heart, with meticulous attention to detail when it comes to written copy. My expertise lies in communicating technical and nuanced subject matter to busy prospects, concisely and in a way that converts.

I am skilled at understanding technical concepts and distilling them into easily-consumable information that is compelling and relevant for a target audience. I have the ability to be completely versatile in my writing and adopt any tone of voice to effectively communicate a brand's personality and values, and to achieve its goals.

I take the traditional 'features, advantages, benefits' outlook in my written content. This often translates to features, use cases, and solutions in technical writing. All copy I write for web is done so through an SEO lens and I ensure it represents applicable keywords, is externally/internally linked where relevant, and maintains a razor-sharp focus. I keep a keen eye out for opportunities to achieve SERP features, such as featured snippets, to keep website performance and business visibility optimal. I believe wholeheartedly in the modern inbound methodology of offering value to building authority and trust in the interest of traffic and lead generation.



Technical SEO

Through careful CMS management, project managing web developments, and continued learning I ensure any websites under my management technically optimised. I am closely familiar with best practice for technical SEO and have overseen multiple rounds of amends to achieve better performing websites.

Examples of this are as follows:

- Restructures of resource centres to create preferential internal linking structures and demonstrate mastery around topics
- Schema plans to make sure all 'behind the scenes' information is covered and accounted for given Google's continual evolutions of how schema is interpreted by search engines
- Projects to lighten the data load on web pages, remove unnecessary elements, and implement proper loading order for the best possible load times and, therefore, rankings

Website/UX management

Website convention and UX expectation is a passion of mine, and every web page I create is done so meticulously to ensure information is digestible as possible and page elements are exactly where they're expected to be. This helps to remove obstacles to conversion and help prospects feel quickly familiar with a website. I take great pride in ensuring websites under my control perfectly represent their respective brand from an aesthetic and culture-based perspective.

Complementary skills

Through the combination of my SEO, website UX and graphic design expertise, I am capable of totally self-sufficient content creation and digital marketing, but I can add most value while also managing a network of partners, contributors and suppliers.

Please also see the following [link to my website](#). Please note that some of the more relevant case studies are not yet completed, but I like to share my website when discussing roles as I use it to demonstrate some of the methodologies and actions I apply in my B2B technical marketing responsibilities.

Many thanks for your time, please don't hesitate to contact me with any questions,



Jake Harding

