





ANNA METAXA

Paid Media Consultant / Digital Marketing Strategist

CONTACT

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EDUCATION

MA MARKETING – DISTINCTION

University of Brighton

2008 - 2009

BSc (Hons) COSMETIC SCIENCE–2:2

University of the Arts, London

2002 - 2006

CERTIFICATIONS

ADVERTISING FUNDAMENTALS

IPA – Pass with Credit

SEARCH CERTIFICATE

IPA – Pass with Credit

GOOGLE ADS

Shopping / Search Advertising

MEDIA CIRCLE

Introduction to Media

PROFESSIONAL PROFILE

A customer-centric paid media specialist with an outstanding record in driving business growth and penetrating new markets while delivering exemplary ROI through industry leading omnichannel campaigns. Is skilled in data analysis, extracting actionable insights to determine digital marketing strategies. A dynamic leader with a flair for campaign management along with a talent for coaching.

EMPLOYMENT HISTORY

FREELANCE | Paid Media Senior Consultant

Brighton / March 2016 – Present

Building a strong client portfolio, I maximise client growth through shaping and executing future-proofed cross-media strategies. Here, I lead campaigns for clients on a strategic and operational level. I successfully integrate with client teams to drive more informed decision-making across their business and facilitate more effective customer targeting.

Recent Achievements

- Successfully maximising profitability of an online retailer across paid media channels as well as advising across paid, owned and earned media. Successfully increased PPC spend by 131% while increasing PPC sales by 141% and doubling revenue while being profitable. Increased overall online revenue by 20% YoY while increasing footfall into physical stores.
- Tripled online conversion rate for a domestic staff provider from 3.24% to 10.76%, resulting in a 350% increase in leads. Reduced CPL by -80%, increased PPC traffic by 33%, and decreased media spend by 9%. Revamped campaign effectiveness monitoring through establishing, producing, and reporting on key metrics while improving processes to evaluate program effectiveness. Also, upgraded on-site analytics tagging and campaign tracking.

SKILLS

DIGITAL
STRATEGY



COMMS SKILLS



CAMPAIGN
MANAGEMENT



TEAM
MGMT



ANALYTICS &
DATA ANALYSIS



SUCCESS
TRACKING



TRAITS

SELF-STARTER

Luck is what happens when preparation meets opportunity.

CAN-DO ATTITUDE

Where there's a will, there's a way

HANDS- ON / TECHNICAL

From tracking set up to campaign activation

DRIVEN

You only fail if you stop trying

REFERENCES

AVAILABLE UPON REQUEST

INTERESTS



EMPLOYMENT HISTORY

SECTOR106 | Paid Media Director (Contract)

Brighton / July 2019 – April 2020

Reporting to the MD to lead the delivery of client digital marketing campaigns, I worked on seven UK-based eCommerce accounts. Here, I shaped high-impact paid media campaigns to over exceed ambitious ROAS and revenue targets, assuring that they were highly targeted and scalable. I oversaw and optimised search, social, and shopping channels, rendering maximum brand exposure while maintaining profitability. I worked closely with the content director to shape and deliver omnichannel campaigns, ensuring all messaging was consistent across all channels.

Achievements

- Managed day-to-day campaigns on a strategic and operational level successfully working with client teams and other stakeholders to drive more informed decision-making across their business and facilitate more effective customer targeting
- Conducted data analysis to maximise the effectiveness of marketing automation and craft leading high-yield paid media campaigns.

ZESTY | Online Marketing Manager

London / April 2014 – March 2016

Reporting to the MD, I led Search, Display, and Paid Social Activity from defining strategy through the implementation stage. Here, I focused heavily on digital acquisition, maximising online conversion rates, while infusing compelling messaging across multiple channels. I also performed ongoing analysis of the digital landscape to ensure that campaigns benefitted from the latest developments in the market. I managed, coached, and mentored a team of two people, identifying training needs, coaching them into progressively expanded roles, and securing healthy leadership pipelines.

Achievements

- Delivered 78% increase in conversion rates in 3 months resulting in a 145% increase in bookings with CPA dropped by 37% while media spending increased by 54%
- Managed, coached and mentored a team of two people, identifying training needs and coaching them into progressively expanded roles while securing healthy leadership pipelines

ADAPTLY | Media Manager

London / January 2014 – March 2014

MEC | Account Manager

London / November 2012 – December 2013

GREENLIGHT | Paid Media Analyst

London / February 2012 – November 2012

MAXUS | Search Executive

London / October 2010 – February 2012