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Michael Kerr

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- The ability to plan and implement strategic Digital marketing plans across a range of channels
- Extensive team line management and account management experience
- Responsibility for planning and implementation of multimillion marketing budgets and revenue KPIs

Employment History

March 2020 - Present

Head of Search Frame Media

Leading Paid search for all clients. Providing a strategic and operational direction alongside implementation. Analysis of client and industry data to create a roadmap and reporting.

Developing the search offering for the agency and leading on new business from a search perspective. Liaising with suppliers to build agency relationships.

Dec 2019 - Feb 2020

Freelance/Contract Paid Search Consultant

Undertaking Paid search management for clients as required. Duties included account builds, ongoing management, client reporting, as well as new business opportunities and strategic direction recommendations and client communications

Running training workshops with employees to develop their skill set and building knowledge within the Digital Marketing landscape.

June - Nov 2019

Head of Search DAC

Leading the Paid search department for the UK agency. Responsibility for a team of 5 Paid account managers to develop the agency offering. Actions included offering a best-in-class search offering, providing training on the Digital marketing landscape, reviewing and developing new processes, Team administration and development.

Leading the paid strategy for each client, working with my team of Paid media managers and account managers to provide the best offering and help achieve client KPIs.

Developing new supplier relationships and nurturing existing ones. Opening new opportunities for account expansion to new markets/engines and identifying areas for both existing and new clients to grow into.

Working alongside the Director of Digital Media plus both VPs and the Head of Strategy, responsibility for a range of new business opportunities to help grow the client portfolio

Jan 2008 - June 2019

Senior Media Manager Digitas

Direct management of all aspects of paid search campaigns for clients from the initial kick-off through to delivery and strategic direction. Responsibilities involved direct client liaison, providing Strategic/Tactical/Operational guidance and recommendations, as well as identifying/forecasting KPIs and building reports.

Responsibility for team management: Client-based team management, distributing workload and tasks, plus line management responsible for development and training.

Ongoing management of client accounts: reviewing and analyzing all available data, as well as client requirements to optimize the account to perform to the required KPIs. Incorporating this data to plan strategically for account growth and expansion, incorporating client events/changes and seasonality.

Understanding and monitoring of industry news to build up a skill set for client accounts and opportunities for the agency, including attendance at Google/Supplier workshops and providing industry training sessions for both team members and clients.

Excellent project management, communication, and delivery skills: workload distribution, time-management, and SMART objectives. Excellent client communication including preparing and presenting results, and strategic direction to multiple stakeholders. Knowledge and utilisation of a range of project management tools for this, including Asana, JIRA, Confluence, Trello, and gDocs.

Modernised processes: created industry tools to efficiently manage time and achieve client growth. Examples include a tool to analyse all client keywords for new opportunities, reducing a 6-hour task to 0.5 hours.

Collaborated alongside other channels and departments to ensure a coherent approach to Digital marketing for each client. Offering Paid insights to ensure a joined-up-thinking method for the client. Examples include working alongside Affiliates, SEO, Display, Paid Social for *Bupa Global* to ensure a consistent message and Working alongside a creative agency for *School of Rock* to ensure a full funnel approach and maximum exposure for a new project launch

Spearheaded several new business opportunities, preparing the Paid search aspect including forecasting, strategic direction, commercials, and team distribution. Involvement in multimillion-revenue client pitches working alongside a globally split team.

Selected client roles:

- British Airways: Paid lead on USA, EURAF, APAC
 - Responsible for £5m+ annual budget and £50m+ revenue KPI
- Etihad: Paid lead for Global activity, management of 4 team members
 - Responsible for £9m+ annual budget and £300m revenue KPI
- Starwood/Marriott: Paid lead for EAME. Management of 4 team members
 - Responsible for €4m annual budget and €40m revenue KPI
- Carlson Rezidor group: Paid lead for EAME, management of 3 team members
 - Responsible for €2.5m+ annual budget and €20m revenue KPI
- Bupa Global: Paid lead for UK and EUR
 - Responsible for £2m annual budget

Additional Skills

- Experience across a range of search engines, reporting, and management tools:
 - Google AdWords, Bing, Yandex, Baidu, Indeed, LinkedIn, Twitter, Facebook, SearchAds360, DFA, Google Analytics, Data Studio, Marin, Kenshoo
- Extensive experience in running multi-national and multi-lingual activity
- In-depth Excel skills, including Formulas for data analysis
- Multi-Channel experience, working alongside to plan a full-funnel approach to search

Education

Sep 2003 - May 2007

University of Stirling

BA (Hons) in Marketing

Other Qualifications

Google AdWords Professional - Fundamental and Advanced