

## GEENA ANTUNOVIC

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## ACHIEVEMENTS:

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Expanded and structured digital marketing campaigns to elevate LPWC from local to a national company in under 1 year. Ranked LPWC on the first pages of Google (for the most competitive keywords in the industry), in under 6 months. Designed created and migrated cluster of WordPress websites and completed SEO campaigns from start to finish for Plumbing and Heating Company in Manchester, UK.

Increased ROI for LPWC by 300% in under one year.

## EXPERIENCE:

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- **Experience crafting effective digital and SEO campaigns** using best practices to **increase CTA and commercial KPI's**, making complex processes and language *easy to understand*.
- **Background in creating digital content that is personalized**, user-friendly and excellent: to deliver approachable, **human-centered content**, to show customers that we appreciate, understand, and sympathize.
- **Coordinating multiple projects and adapting to changing priorities**. Working in a **fast-paced**, evolving environment using flexible approach to enable rapid delivery.
- **Experienced in improving organic search results and pay per click (PPC) campaigns** through research and identification of profitable keywords and SEO best practices.
- **Email Marketing Campaigns and digital marketing content** for SEO, Social Media accounts and PPC advertising campaigns like Google and Facebook ads.
- **Developing link building strategies** to improve SEO positions for targeted keywords, analyzing and recommending website architecture changes improving ROI by 20%.
- **On and off- page optimization** and day to day management of SEO activities, keeping up to date with the latest algorithms, updates, and trends.
- **Conducting competitor research**, analyzing Domain Authority, site structure, and SEO techniques. Extensive experience of tools such as SEMRush, Screaming Frog, Google Search Console, Google Trends, Bing Webmaster Tools, AHrefs, WordTracker, Ubersuggest, MOZ, Keyword Discovery, Google Analytics – AdWords and many others.
- **Experience working with localization, translation, and international teams**, working in a startup environment and technical writing experience.
- **Social media management**, planning, developing, and publishing digital content,

Canva, and content creation across many SM platforms including Facebook, Twitter, Instagram, LinkedIn, Youtube etc.

- **Track record of online copywriting that drives engagement**, web design and user friendly UX/UI and website architecture, with an ability to create compelling copy for a range of sectors and audiences.
- **Optimizing meta titles, descriptions**, (robots, sitemaps, redirections, RSS), analyzing the SERPs to understand search intent and what kind of content will rank for the search terms. Using a performance driven copy with a focus on getting visitors to take action with clear CTA to achieve wanted user behavior and commercial KPIs.
- **Experience with premium WordPress themes**, page builders like Divi, Elementor, Beaver, WooCommerce and other eCommerce plugins, frameworks, and platforms.

## WORK HISTORY:

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June 2021 | April 2022 – LPWC (WordPress, Digital Content and SEO Specialist)  
*Plumbing and Heating Company*

### WORK RESPONSIBILITIES INCLUDED:

- **End-to-end SEO Strategy**, title tags, meta descriptions, images and videos, headings usage, H1, H2 through to H6, technical SEO Audits, on page SEO and Navigation structure. Developed, cloned, migrated to cloud, and maintained cluster of **over 300 responsive, mobile first, user-centered** WordPress websites with industry specialized digital content.
- Worked on client's websites migrations (Bootstrap and WordPress with WooCommerce), to cloud infrastructure and maintenance of existing features and plug-ins on PLESK and CentOS Web Hosting Panels. Ensured that the highest standards of data security are maintained throughout developments and code.
- **Setup and implementation of new domains, SSL certificates**, email, and FTP setup, including overall server management and maintenance. Implementation of web security and data protection
- Edited, authored, and published high quality, **SEO and Google Adds Score optimized** digital content. (8-10 Google ad score). Crafted effective, user-focused digital content in line with brand style, tone of voice and content best practice.
- Developed digital content for WordPress and Bootstrap websites, SEO and Marketing needs, keyword research, reviewing competitors' activity, implemented comprehensive SEO strategy.
- Worked closely with the Google Adds Specialists, Digital Analyst, Directors, and Managers to analyze speed, performance, and effectiveness of websites, and make evidence-based improvements. Worked on marketing material and graphics, tested solutions to **ensure compliance with statutory regulations and website accessibility requirements**.
- Contributed to new development projects, delivering them from inception to completion, on time and within the budget.

- Ensured websites are consistent with visual **identity, tone of voice** delivering great user experience. Continuously monitored and improved user journeys across the website to maximize engagement, conversion, and satisfaction.
- Monitored and analyzed competitor activities and performance to identify opportunities. Conducted **deep keyword research** using online tools to *increase visibility* on google while monitoring and improving backlinking strategy.
- Managed a small team to learn and test optimization program. Evaluated existing content effectiveness through Google analytics, Search Console, Bing, Microsoft. Screaming frog, Ahrefs, SEMrush and many other analytic tools. Monitored, measured, and analyzed results to improve and implement the best possible and most effective solutions. Created key reports to provide insight to wider business.
- Used various feedback tools to track user sentiment and solve any issues raised.

January 2016 | 2021 – Advecto Media (Web Developer/SEO and Content Specialist)  
*Website Design and Digital Marketing Agency*

*WORK RESPONSIBILITIES INCLUDED:*

- **End-to-end SEO Strategy.** Designed responsive, mobile first, user-centered bespoke websites built on Bootstrap, Foundation, Wordpress CMS with Woocommerce plugin.
- Designed websites using Html, CSS, JavaScript, PHP, Bootstrap, Foundation, WordPress, etc. Worked on client’s website migrations. Maintenance of existing features and plug-ins.
- Developed content for websites SEO and email Marketing Campaigns using GetResponse, AWeber and Mailchimp to send automated, high impact and follow-up Newsletters, re-writing SEO-rich content, reviewing competitors’ activity.
- Crafted Digital Marketing strategy for marketing opportunities on Social Media platforms like Facebook, Instagram, Twitter, Youtube, Pinterest and many others. Produced case studies and Newsletter PDF giveaways.
- Responsible for creating and delivering innovative day to day, cutting-edge digital SEO marketing strategies for a diverse client portfolio, running SEO campaigns from conception to execution.
- Worked closely with agency clients and freelance technical partners to implement on and off-site technical SEO changes.
- Created unique selling points and messages for marketing materials such as blog posts, questionnaires, white papers, articles, email marketing campaigns, career guides etc. Analyzed effectiveness and impact of content strategy and email marketing campaigns on Call to Action and customer behavior.

April 2013 | 2016 – Securitium (Website Designer/Administrator)  
*IT Cyber Security Company*

### WORK RESPONSIBILITIES INCLUDED:

- As a Front-End Developer designed and developed responsive Html and Css web layouts, implementing WordPress, Bootstrap, PHP and JavaScript.
- Created WordPress blog with content related to IT security industry, ensuring the security of the platform content and MySQL database.
- Day to day website administration, maintenance, updates, fixes and FTP/SSH file transfers.
- Implemented both visual and functional front-end changes based on Google analytics data.
- Provided technical information to non-technical team members and clients.
- Implemented and tested new website SEO strategy ideas, prioritized the most impactful solutions to drive maximum value and learned from failed opportunities.
- Educated the non-technical team and clients on the importance of onsite, and SEO growth with its relevance to overall business and eCommerce growth.
- Identified workflow inefficiencies to combat ineffective processes within the SEO Campaigns to improve rankings, traffic, and revenue.

### January 2009 | 2013 – Web Design Video Course Instructor (eCommerce Administrator) Website Design Teacher

### WORK RESPONSIBILITIES INCLUDED:

- Created a video course and eBook to teach small business owners how to create and maintain their own website. Crafted Campaigns to sell and advertise web design video course and eBook on Amazon, website, blog, and other internet-based channels.
- Image and video editing (Camtasia Studio 6,7,8). Graphic Design, file creation and transfer FTP/SSH.
- **End-to-end SEO Strategy.** Sales Funnels analytics (Google analytics and other web-based tools), search console (webmaster's tools), amazon web services AWS S3, SEO and digital marketing campaigns.
- Part of a busy customer service team providing front line support for online customers. Receiving and dealing with all initial customer communications, by phone, email, and face to face.
- Sales and Marketing- Investigated avenues to promote eCommerce recruiting affiliates.
- Managed inbound sales inquiries relating to products and promotions, quickly establishing relationships and rapport over the phone and email. Contributed to a 12% sales increase for the quarter by communicating product benefits and providing excellent service.
- Provided administrative support- assistance with logistics, document management (physical and electronic records and documents), maintained office supplies.
- Outsourcing complex content to specialist writers, reviewing to ensure it meets SEO objectives.
- Building back-links, including writing and publishing content to article directories and guest posts.

## PROFILE:

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*Ability to stay calm and collected in stressful situations, while maintaining excellent, world class standards. An asset in a deadline driven, fast-paced environment. Personable, energetic, and driven to exceed expectations—recognized by supervisors, co-workers, and customers for strengths as a...*

- **Patient** and accessible with clear communication and excellent people skills.
- **Results oriented**, good problem solving and interpersonal skills, confident with high level of integrity.
- **Effective in building loyal relationships**, very articulate and kind with genuine warmth and dedication.
- **Commercially minded**, proactive with passion, professional approach, and positive attitude.
- **Self-starter** and self-learner with a strong work ethic and constantly developing efficiency.
- **Capable of winning over difficult clients**, outgoing and confident presentation skills.
- **Dependable professional**—on time and reliable, with a proactive 'can do' attitude.
- **Team player**—fill in wherever help is needed, ability to work under pressure to meet deadlines.
- **Analytical, organized**, Computer Literate, with excellent communication skills and written English.

## TECHNICAL SKILLS:

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**Deep comprehension of web best practices**, compliance with **statutory regulations** and **website accessibility requirements**, **w3 standards**, responsive layouts, file optimizations, and analytics. Profound understanding/use of content strategy, social media integration, and mobile-first site development.

*Extensive knowledge of image, audio, and video editing (Camtasia Studio 6,7,8). Data-driven mindset, with the ability to track campaign performance and make optimizations. In-depth knowledge of SEO planning and execution.*

**I want to be part of a winning team; we are stronger together. I embrace being pushed out of my comfort zone and welcome it as an opportunity to grow.**

## EDUCATION:

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Computer Science, WordPress, Bootstrap, Foundation, Agile, Html, CSS. Implementation of Php and JavaScript. 2008 – 2012

OXFORD ELITE TUTORING Business English 10 Berners Mews, London, W1T 3AP (2007-2008)

Diploma in Management Studies in my home country of birth. 1992– 1995

Preparatory Chemistry 'Lazar Nestic' (1986-1990)

## **SEMINARS COMPLETED:**

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*Customer Focus, Creating Win/Win Relationships, Sales Training, Closing the Sale, Copywriting, How to Handle Objections, NLP for Copywriters. MSOffice - PowerPoint, Word, and Excel proficiency.*

## **LANGUAGES:**

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English and Croatian: Fluent. (Intermediate level of Spanish and Hungarian).

## **INTERESTS AND ACTIVITIES:**

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I am fascinated by the way developments in computer science have changed our lives and work. I enjoy photography, reading, traveling, cycling, swimming, and Yoga. "Traveling has enabled me to gain a greater understanding of different cultures and alternative perspectives. I have developed a deeper respect for the needs and ideals of others, as well as improved my ability to work in a team."

## **REVIEW:**

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"We started from humble beginnings and thanks to Geena, we went from local to a national company in 6 months. Our turnover has gone up by 300% and we will be using her in the future to manage our websites." Mathew LPWC Director

## **REFERENCES:**

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*References available upon request.*