

FILIP SILOBOD

DIGITAL MARKETING SPECIALIST

ABOUT ME

I am a Digital Marketing Specialist with 4.5 years of experience. I have started as an intern all the way to an Digital Manager and Senior SEO Specialist role in digital agencies in Ireland. Now in 2019 I started my own "agency" called Honest Marketing. Alongside my digital marketing experience, I would say that great attention to detail is my best skill.

CONTACT

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Address: 14a Syckamore Drive, Galway, Ireland
site: honestmarketing.ie

SKILLS

- SEO (on page and off page), PPC, CRO (conversion optimisation)
- Full use of tools: MOZ, Adwords, Analytics, Majestic, Webmaster tools, Semrush, Awr cloud, Hotjar
- Google analytics (advanced)
- Google Adwords (search and display)
- User experience
- Content writing
- Social media
- HTML

CAREER

FOUNDER

Honest Marketing May 2019

- A new age digital marketing agency in Galway focusing on top level digital marketing (SEO,PPC) with a lot of honesty and transparency
- honestmarketing.ie

SENIOR SEO SPECIALIST

Core Optimisation August 2018 - May 2019

- Responsible for a number of clients's SEO
- Using data from PPC Campaigns for SEO
- On page and Off page SEO

DIGITAL MARKETING EXECUTIVE

Aro Digital Strategy Jan 2015 - Aug 2018

- Responsible for Digital marketing strategy for the company's top clients
- Team training as an SEO interim manager (managed 4 people)
- Multilingual SEO & PPC
- Included in website launches as an SEO person
- PPC (search & display) Campaign setup and management
- Google analytics - every day use (Advanced user)
- Content writing
- Doing client calls

ACHIEVEMENTS

Hotel d'Angleterre Copenhagen - the only hotel ranking in top 10 for 5 star hotels in Copenhagen.

Rock Hotel - ranking 1st for "weddings Gibraltar" - increased traffic for weddings by 46% compared to last year, and wedding enquiries by 46%.

Vanderlust - campervan rental company, increases in positions that lead to a 52% increase in organic sessions in March compared to last year, and conversions by 42%.

Michelin star restaurant "Imago" in Rome - 58% of Session growth for the year on year.

EDUCATION

CERTIFICATIONS

& Learning

Google Analytics

Google Adwords Search

Public speaker on SEO at the Bank of Ireland Dublin

"Design thinking" seminar

Involved in company's " Lean" process restructuring

FACULTY OF BUSINESS AND ECONOMICS ZAGREB

Bachelors Degree

(Business and Tourism Studies)