

FILIP SILOBOD

SEO & DIGITAL MARKETING SPECIALIST

ABOUT ME

I am a Digital Marketing Specialist with 6 years of experience. I have started as a SEO intern and later to a Digital Manager and Senior SEO Specialist role in digital agencies in Ireland. In 2019 I started my own service 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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site: honestmarketing.ie

SKILLS

- SEO (on page and off page), PPC, CRO (conversion optimisation)
- Full use of tools: MOZ, Ahrefs, Google Adwords, Analytics, Search Console, Majestic, Webmaster tools, Semrush, AWR cloud, Hotjar, Screaming frog
 - Google analytics (advanced)
 - Google Adwords (search, display, shopping)
 - User experience focus
 - basic 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 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)
- Doing client calls

ACHIEVEMENTS

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

Google Algorithm penalty resolve for a eCommerce client (202)

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)