

# Mark Carter

SEO, CRO, PPC, Social Media and Email Marketing @ DirectAsia.com

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## Summary

14 years experience in SEO, Internet Marketing and Web Design.

Highly experienced in all aspects of Search Engine Optimization (SEO) as it continually evolves in gaining the maximum possible exposure and conversions/revenue for websites. Extensive agency experience in handling Corporate and SME clients, and as an in-house SEO.

Manages and executes integrated Internet Marketing campaigns and teams across SEO, Social Media (Facebook, Twitter, Google+, YouTube, LinkedIn, Foursquare, Forums), CRO (Google Website Optimizer), PPC (Google AdWords, Yahoo Search Marketing, Facebook ads, Display) and Email Marketing.

Google Certification Program, Individually Qualified:

- Google Advertising Fundamentals Exam = 92%
- Display Advertising Advanced Exam = 88%
- Reporting & Analysis Advanced Exam = 88%

Expert at designing Websites, Application Interfaces, HTML Emails, Banner Ads, and in Print-Based Marketing Materials for both Commercial and Non-Commercial Organizations. Sites are designed to WC3 Standards with hand coded valid XHTML and CSS. Fluent with Adobe Creative Suite.

## Specialties

- Search Engine Optimization (SEO).
  - Social Media.
  - Pay Per Click (PPC).
  - Conversion Rate Optimisation (CRO).
  - Google Analytics.
  - Web Standards based Design - hand coded - valid code (XHTML, HTML, CSS, jQuery, Dreamweaver, XSLT, XML).
  - Design and Graphics (Photoshop, Illustrator, Flash, Fireworks, Acrobat).
  - Content Management Systems (CMS), HTML Emails, Banner Ads, Application Interfaces.
  - Music Creation and Production.
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## Experience

**Senior Manager, Ecommerce at DirectAsia.com**

**September 2011 - Present** (4 months)

Responsible for all Internet Marketing - SEO, CRO, PPC, Social Media Marketing, Email Marketing and Analytics at DirectAsia.com - a leading online provider of Car, Motorcycle, Travel, Home and Personal Accident Insurance in Singapore.

Manages and executes integrated Internet Marketing campaigns and teams across SEO, Social Media (Facebook, Twitter, Google+, YouTube, LinkedIn, Foursquare, Forums, Flickr, Vimeo), CRO (Google Website Optimizer), PPC (Google AdWords, Yahoo Search Marketing, Facebook ads, Display) and Email Marketing.

### **SEO Specialist at HP Group**

**November 2009 - September 2011** (1 year 11 months)

Responsible for all search engine optimization work on a portfolio of clients across multiple vertical markets. Full process responsibility from pre-sales, site audit and technical analysis, keyword research, competitive analysis, SEO strategy and planning, through to SEO execution, evaluation and reassessment.

Optimise for main search engine rankings, for vertical search such as local, product, video, image and blogs, and through social media and social bookmarking.

Responsible for Corporate clients such as Virgin Wines, Hoseasons, Telegraph Wine, Inchcape Cooper BMW, Inchcape Cooper Mini, Hillarys Blinds, Wincanton Records Management, Cengage Gale / Edu, Rapid Electronics, as well as multiple SME's.

- Site Configuration Optimisation
- On Page Optimisation
- Off Page and Link Strategy
- Keyword Research
- Competitive Analysis
- Vertical Search Optimization
- Google Places / Bing Local / Yahoo Local Optimization
- Google Product / Merchant Optimization
- Social Media Strategies
- Social Bookmarking Strategies
- Web Analytics
- Client and Account Management

*12 recommendations available upon request*

### **Lead Web Designer and SEO at Drakefield Insurance Services**

**February 2008 - November 2009** (1 year 10 months)

Senior Designer at this AA Group company, a leading UK Travel Insurance provider. Responsible

for all design work, including more than a dozen Transactional Websites, animated Advertising Banners, Brochure covers, Email Newsletters, etc.

Implemented SEO strategy on company websites which operate in a highly competitive industry.

Responsible for six company owned travel insurance websites, and a further six 'white-label' websites, such as Tesco, Lloyds TSB, uSwitch, GoCompare, MoneyExpert and the Insurance.co.uk travel insurance comparison websites.

*3 recommendations available upon request*

### **Design, SEO and Marketing at De Facto Software**

March 2003 - February 2008 (5 years)

- Responsible for all Marketing Activities at this leading UK ERP Software House, focused on SEO - Search Engine Optimisation, PPC - Pay Per Click, Website Copy, News Releases, Web Analytics, Linkage Strategy.
- Responsible for all Design Work, including Corporate Websites, Datasheets, Window Signage, Posters.

*1 recommendation available upon request*

### **Senior Web Designer at Sterling Relocation**

December 2002 - February 2003 (3 months)

Responsible for all Web Design work at Europe's leading Executive Relocation Services company. Worked on two Websites, one a major international network site, the other the new Corporate website.

### **Freelance SEO / Design at Chotrul SEO and Web Design**

April 2002 - December 2002 (9 months)

Worked on a number of Web-based Projects, Logo and Business Card designs.

### **Design Consultant at Com-Line Systems Sdn Bhd**

August 2000 - March 2002 (1 year 8 months)

- Initiated and established the company-wide use of design standards for all interfaces, print materials and websites.
- Designed numerous e-commerce sites, websites, and online applications.
- All websites designed with SEO and usability as guiding principles.

*3 recommendations available upon request*

### **Design Architect at Asia121**

June 2000 - August 2000 (3 months)

Consultant Design Architect at this leading Singaporean / Malaysian Technology Innovator. Designed and developed the Interface to a Internet Profiling and Personalization System.

### **Senior Designer at iXL**

January 2000 - June 2000 (6 months)

- Was Creative lead on the multi-million pound Xerox account.
- Produced a number of other Website designs - including the NHS Direct website and Flash work.

### **Design and Multimedia Architect at MCSB Systems (M) Berhad**

May 1997 - December 1999 (2 years 8 months)

Head of New Media Design for a major Information Technology company in Malaysia, producing a large number of Multimedia Corporate Presentations.

Designed and developed many Corporate and other Web sites, an Interactive Multimedia Tutorial for a Regional Helpdesk, and a variety of Web and CD-ROM based pieces.

*2 recommendations available upon request*

### **Registered General Nurse at Royal London Hospital**

1992 - 1995 (3 years)

3 years experience across all specialities, including Medical, Surgical, Paediatrics, Care of the Elderly, SCBU (Special Care Baby Unit), HDU (High Dependency Unit), Theatres, A & E (accident and emergency), Orthopaedics, Psychiatric and Oncology wards.

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## Skills

**SEO**

**PPC**

**CRO**

**Landing Page Optimization**

**Multivariate Testing**

**Google Website Optimizer**

**Google Webmaster Tools**

**Google Analytics**

**Google Adwords**

**Link Building**

**Keyword Analysis**

**Social Bookmarking**

**Image Optimization**

**Off Page Optimization**

**Organic Search**

**Web Merchandising**

**Social Media Marketing**

**Meditation**

**Buddhism**

**Competitive Analysis**

**Web Design**

**Usability**

**Online Marketing**

**Graphic Design**  
**SEO copywriting**  
**Copywriting**  
**Website Conversion**  
**Dreamweaver**  
**Flash**  
**Illustrator**  
**HTML**  
**CSS**  
**XML**  
**jQuery**  
**Photoshop**  
**Keyword Research**  
**XHTML**  
**SEM**  
**Web Analytics**  
**Conversion Optimization**  
**CMS**  
**Wordpress**  
**Email Marketing**  
**Web Standards**  
**A/B testing**  
**Yahoo Search Marketing**  
**Adobe Creative Suite**  
**Social Media**  
**Blog Marketing**

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## Education

### **University of Hertfordshire**

MSc, Computer Science, 1984 - 1986

Activities and Societies: Aikido Club

### **University of Hertfordshire**

BA 1st Class Honours, Humanities, 1979 - 1983

Activities and Societies: Karate Club

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## Interests

Family, Buddhism, Meditation, SEO, Social Media, CRO, PPC, Analytics, Design, Reading, Swimming, Cinema, Martial Arts, Music, Gardening, Travel and Art.

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## 21 people have recommended Mark

"Mark is an exceptional human being to know and to work with. Combining a grounded and insightful mind with a professional approach is a rare quality - and a winning formula."

— **Kerry McCarthy**, *seo account manager & content consultant, HP Group*, worked with Mark at HP Group

"Over the last (almost) 2 years, Mark has proven himself an asset to the company time and time again. His dedicated attention to detail, precise account management technique and strong SEO knowledge allowed him to work across a number of our most demanding clients during his time with the company and ensured his value was rated very highly within the executive team. I would not hesitate to employ Mark in a similar role in the future and would welcome him on any team that I was directly responsible for."

— **Ben Milleare**, *Technical Director, HP Group*, managed Mark indirectly at HP Group

"I've had the pleasure of working with Mark Carter for the last 10 months. In that time I have grown exceptionally confident in his abilities as both a technical expert and a superb relationship manager. In working with him on projects stretching across multiple quarters, his project management skills have been keenly demonstrated, along with his ability to analyse and critically perceive each development and hazard in the course of a project before creating and executing a professional solution. His ability to keenly articulate and present complex concepts and analysis has been both impressive and invaluable to me in building strong relationships with important future partners. I would consider myself very fortunate to work with him again in the future and happily recommend him for any position worthy of his talents."

— **John Louis Swaine**, *Sales, HP Group*, worked directly with Mark at HP Group

"I worked with Mark on a number of different projects and during this time was totally amazed at the amount of web design and SEO knowledge and experience he has. Not only does he have excellent knowledge of the industry gained through it's evolving development, he is able to communicate it to any one of any level, involved on the project. With incredible attention to detail and highly advanced communication skills Mark is an exceptional individual in the field, clients appreciate him and colleagues find him a pleasure to work with, he gains my whole hearted

recommendation."

— **Ruth Smith**, *SEO Account Manager, High Position*, worked with Mark at High Position Ltd

"Mark has great attention to detail and is very committed to doing a professional job in support of our clients. His analytical mind enables him to create solutions that deliver great ROIs for clients. I have no hesitation in recommending Mark's work."

— **Terry Heffernan**, *Commercial Director, HP Group*, managed Mark indirectly at High Position Ltd

"Mark is a dedicated SEO with a great technical background and a wide range of search marketing experience in several industries. He always puts his clients' success in front of his mind as it was his own. I would say Mark's specialised communication skills enable him to work very close to his clients, understand their problems well and provide the most appropriate and feasible technical/strategic solutions in order to achieve their goals. It has been great to work with Mark so far and I wish him continued energy and success in his current and future endeavours in his career in search marketing."

— **Adrian Turcsan**, *SEO Specialist and Corporate Account Manager, High Position Ltd*, worked directly with Mark at High Position Ltd

"Mark has handled our account with High Position over the past six months and has achieved some great results for the business. He is consistently aiming to improve the success of the SEO project with new opportunities and is consistent and reliable with his approach."

— **Helena Belcher**, was Mark's client

"Mark is an excellent and efficient worker - he's always on the ball and has tasks completed before having them set. A team player at heart but can take a process and make it his own. He has always been a pleasure to work with, and long may it stay that way!"

— **Sebastian Cowie**, *Research & Development, High Position Ltd*, worked with Mark at High Position Ltd

"Mark's thirst for knowledge and stoic desire to thrill his clients has made him ideally suited to the ceaselessly shifting landscape of SEO. Mark's proactivity and dynamism combines with an amiable manner that has made him a solid favourite among his team members as well as with even the most demanding marketing executives - with whom he deals on a daily basis."

— **Craig Hindmarsh**, *SEO Copywriter, High Position Ltd*, worked directly with Mark at High Position Ltd

"After working with Mark for approximately one year (to date) I have come to know him both professionally and personally. Professionally, Mark's dedication and enthusiasm for online marketing has led him to become a key member of the team. Providing only the highest standards

and attention to detail to both clients and colleagues alike, Mark always endeavours to exceed expectations. Bringing a wealth of knowledge and experience to the table, Mark is skilled in all areas of SEO and online marketing, and his ability to think outside the box provides a professional approach is second to none. Personally, Mark is one of the nicest people I have had the pleasure of working with. He is a genuinely nice guy, family orientated, funny, and always willing to go out of his way to help others."

— **Chris Ainsworth**, *Senior SEO Specialist / SEO Team Leader, High Position Ltd*, managed Mark at High Position Ltd

"Over the last 12 months I have worked in a team with Mark and have been consistently impressed with the high quantitative and qualitative standard of Mark's work. The unique blend of technical expertise and impactful interpersonal skills enables him to build strong relationships with clients based on tangible success within campaigns. Mark is a valuable asset to our team and a calming influence when it is required."

— **Tobias Bowman**, *Head of Language Services, High Position Ltd*, worked directly with Mark at High Position Ltd

"Mark's commitment and professionalism to doing the best job he can shines out. I regularly get comments from clients about Mark and how much they appreciate his clear, informative and intelligent approach to managing their SEO work. If only we could clone him! He is a highly valued member of the team and his ability to listen, understand and turn this knowledge into the successful project delivery that our clients need will ensure he remains so! I'd wholeheartedly recommend him to anyone, but selfishly hope I won't have to as he would be a great loss to High Position!"

— **Rachel Davidson-Foster**, *Operations Director, High Position Ltd*, managed Mark indirectly at High Position Ltd

"Mark is a great guy to work with. His passion to create beautiful designs and write semantic code is a pleasure to behold. He always strives to write valid, clean and accessible mark-up whilst still adhering to needs of the business and product owners. A real asset to any team, and I hope to work with him again one day."

— **Ian Brennan**, *Senior Web Designer, Drakefield Insurance*, worked directly with Mark at Drakefield Insurance Services

"I worked as a senior .NET developer alongside mark for the past year at DrakeField Insurance Services. He was a real pleasure to work with and he always added invaluable experience to the software development team. His dedication and commitment to all the projects he worked on with me was outstanding. He always conducted himself in a helpful and professional manner and ensured project delivery on time was always met. I would give the highest recommendation for any design role that he applies for and I'm sure he would be an asset to any design department."

— **Ashni Malhi**, *Developer, Deloitte*, worked directly with Mark at Drakefield Insurance Services

"Mark's willingness to learn about new business areas and his commitment to major projects are 2 of his best strengths. He would suggest creative solutions and was a responsive and active member of the project team. I would certainly recommend Mark to any employer."

— **Ian Jennings**, *Underwriting & Business Development Manager, Drakefield Insurance Services*, worked directly with Mark at Drakefield Insurance Services

"I worked with Mark for 5 years. During that time, Mark revamped the look and content of our website, optimized it for Google and other search engines and he improved the marketing material. He was a vital member of our team, hard-working and with very sensible contributions to the decision making process. He is very good with his attention to detail improving the look and feel of any web site. He is a great asset to any corporation."

— **Alberto Garcia**, *Development Director, DeFacto Software Limited*, managed Mark indirectly at De Facto Software

"Mark is conscientious in his assignments, and always gave his 100% in everything he does. He is also extremely meticulous about his deliverables and ever willing to extend a helping hand where he can to his colleagues. In his field, he always has to stay on top of new developments in systems and applications, and he is dedicated to that. He's always reading up, researching, and investing in books to keep himself updated. I enjoyed working with him and admires his work ethics. It would be great if ever I get to work with him again."

— **Tracy Kow**, *Pre-Sales Manager, Com-line Systems Sdn Bhd*, worked directly with Mark at Comline Sdn Bhd

"I have known Mark since 2000 and had the pleasure of working with him at Com-Line Systems. Mark is a strong professional with a gift for relating to people inside and outside the company. He was always ready and willing to offer his tremendous expertise and advice to people needing them. During the time that Mark and I worked together, his dedication and professionalism, even in difficult situations, was inspiring as he always acted in the best interest of the company, the clients and team members. I have grown so much professionally and personally by knowing Mark and I endorse him whole-heartedly."

— **Wati Nayan**, *Business Development, Com-Line Systems Sdn Bhd*, worked with Mark at Comline Sdn Bhd

"When working with Mark what impressed me was his dedication to quality. He would study all aspects of the website developed to ensure beautiful design, high functionality, optimum speed, and search engine optimization. Mark would ensure every project carried out was world class. Mark is also extremely hard working. During our career together he never missed a deadline and was

willing to work overtime to get the job done. He also displayed leadership qualities and team spirit by getting the senior management and other departments involved in the development of the corporate website and marketing collaterals. He constantly pushed the boundaries of design and directing the company to increase its image and brand value by volunteering to redesign the company logo, business cards, website and brochures. This helped the company bid for larger projects and position itself as a high end solutions provider. I believe Mark will add value in any company he works in and proof to be an asset to the organization."

— **Yogi Babria**, *Marketing Manager, Com-Line Systems Sdn Bhd*, worked directly with Mark at Comline Sdn Bhd

"Mark is rare few that I had worked with whom is detail and creative in his works. He always managed to come out ideas and considerations that are inside and outside the box and always strive to archive the best for his work within the given time line. It'll be a great honor to work with him in the past and in the future."

— **Yih-Toong HOO**, *Assistant Manager, MCSB Systems Sdn. Bhd.*, managed Mark indirectly at MCSB Sdn Bhd

"I was the HR Manager in MCSB Systems in Kuala Lumpur, Malaysia, who recruited Mark Carter for the team starting up the company's Internet Services Division. My observations during his 3 years of service with the company are as follows. Experience & professional contribution: Excellent. Mark's knowledge of his field of work is strong & extensive & should stand him in good stead. His willingness to contribute and share knowledge and skills is commendable, especially at a time when demand for internet services in Malaysia was high and growing. The Company certainly gained from his professional proficiency, and definitely from his creative mind. Personality: Very easy to like. Soft-spoken, humble and unassuming, yet always able to contribute thoughts and ideas. Willing to assist and to work beyond office hours when the exigencies of work required it. A good team worker who is also able to hold his own. Conclusion: I have no reservations recommending Mark for recruitment."

— **Julie Wong**, *HR Manager, MCSB Systems*, managed Mark indirectly at MCSB Sdn Bhd

[Contact Mark on LinkedIn](#)