



THE UNIVERSITY *of* EDINBURGH
School of Mathematics

Employability Advice and Guidance

June 2020



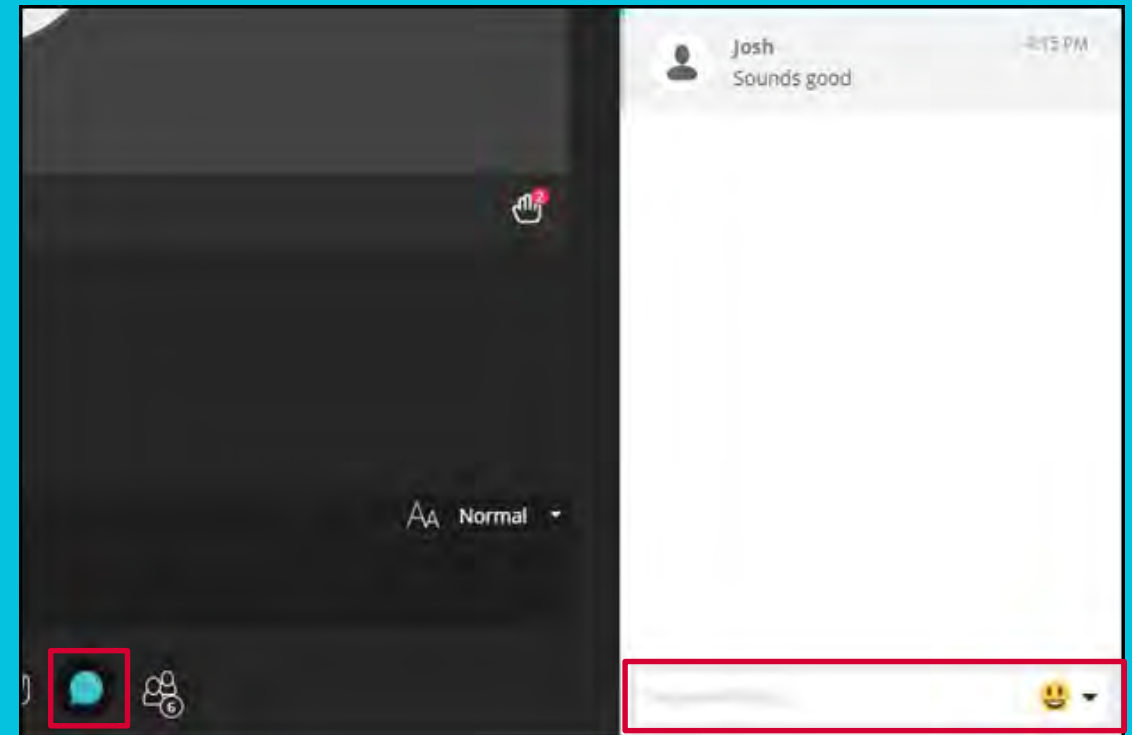
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 - Type into the chatbox and a moderator will try to assist you



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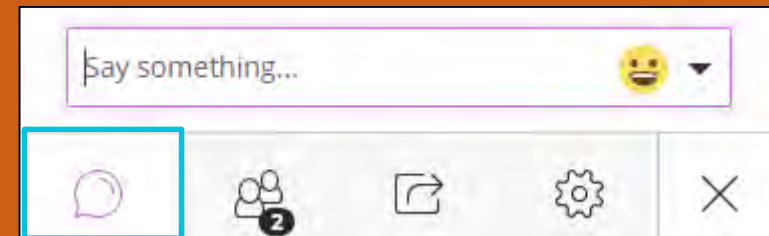
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Matt Vickers

Careers Consultant



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Careers Service

Maths Employability: Next Steps After University

Matt Vickers
Careers Consultant
Engineering & Mathematics

Inspiring futures



Where are you at?

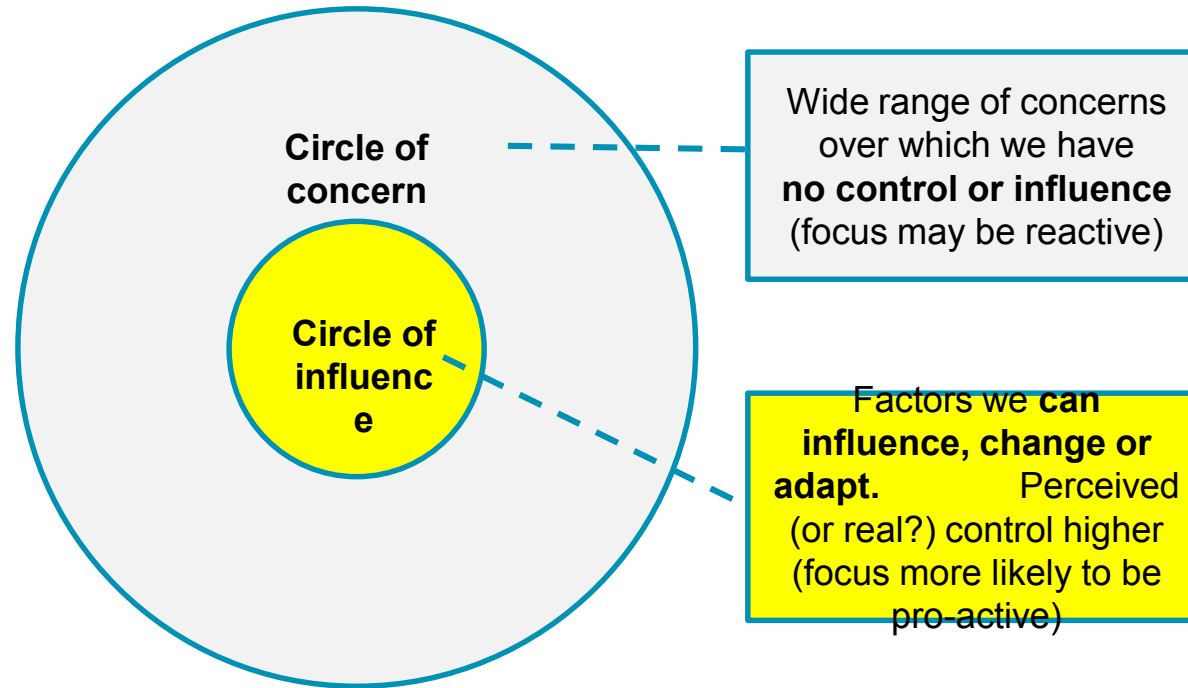
- Coming to the end of your Maths degree / MSc / PhD
- Likely a little unsure about your next steps...
- ...not had *time* to plan much/at all?
- ...not *confident* enough to plan?
- ...too worried about making the wrong decision?
- And now Coronavirus has hit!





Circle of influence & concern

Stephen Covey: *7 Habits of Highly Effective People*





Circle of influence: careers context



- How much research you do
- Attitude: being open-minded
- Range of options – flexibility
- Skills gaps
- Getting support with your CV and applications
- How many applications you make
- Preparing for and practising your interview technique
- Whether to ask for feedback





Circle of concern: careers context

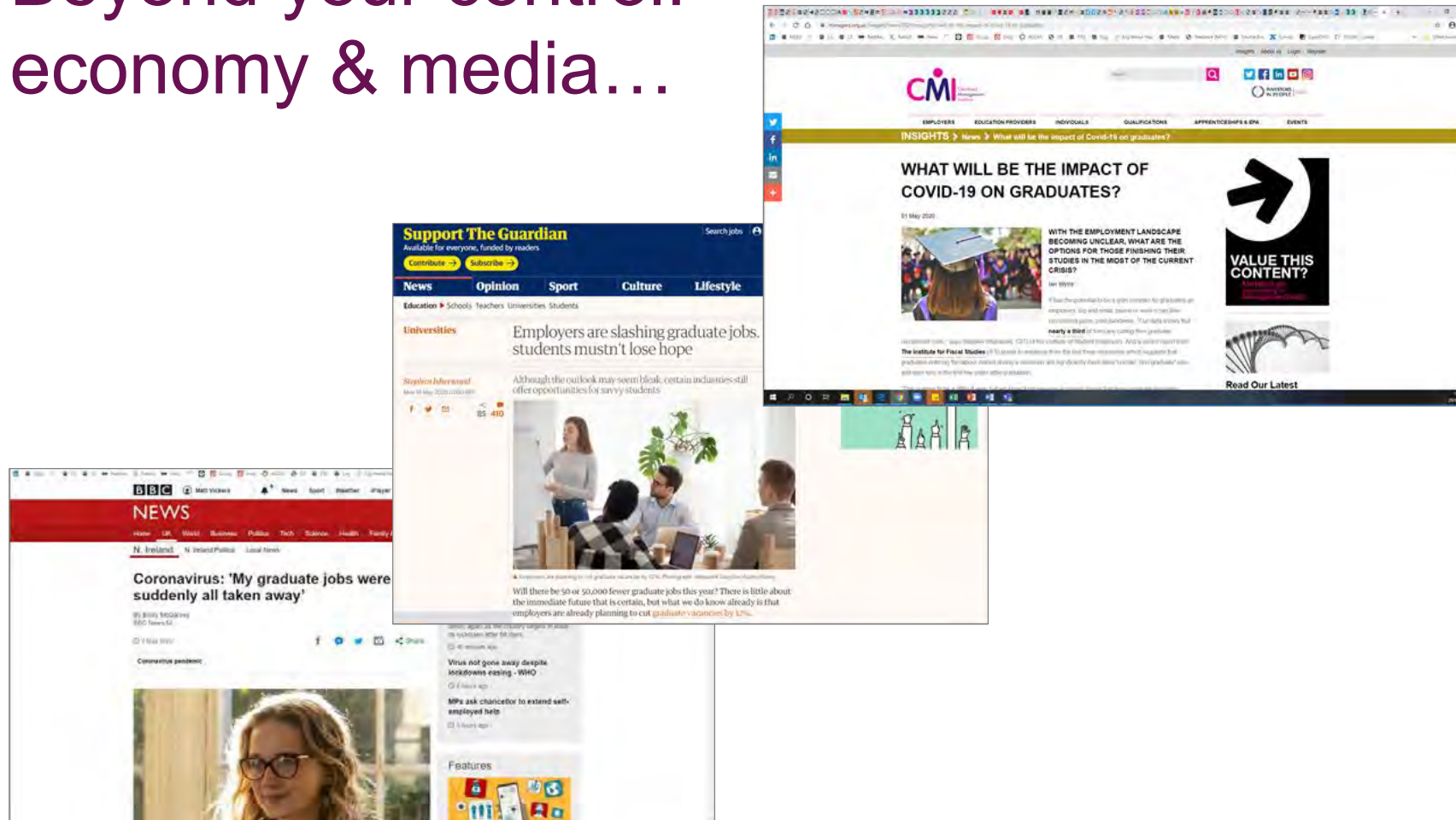
I **cannot**
influence or
control...

- What your friends do
- Timing of the graduate recruitment cycle
- Experience required
- Visa restrictions
- Applicant:vacancy ratio
- Other applicants (incl. internal)
- Feedback process (yes/no)
- Economic factors (sector buoyancy)
- Media coverage of the job market





Beyond your control: economy & media...





Coronavirus/lockdown: the impact

“Recruitment is down for all types of hires, but the impact is least for graduates. Respondents report that they plan to recruit 12% less graduates than they were going to before the Covid-19 crisis. However, they anticipate recruiting 32% less apprentices and school leavers and 40% less interns and placement students.”

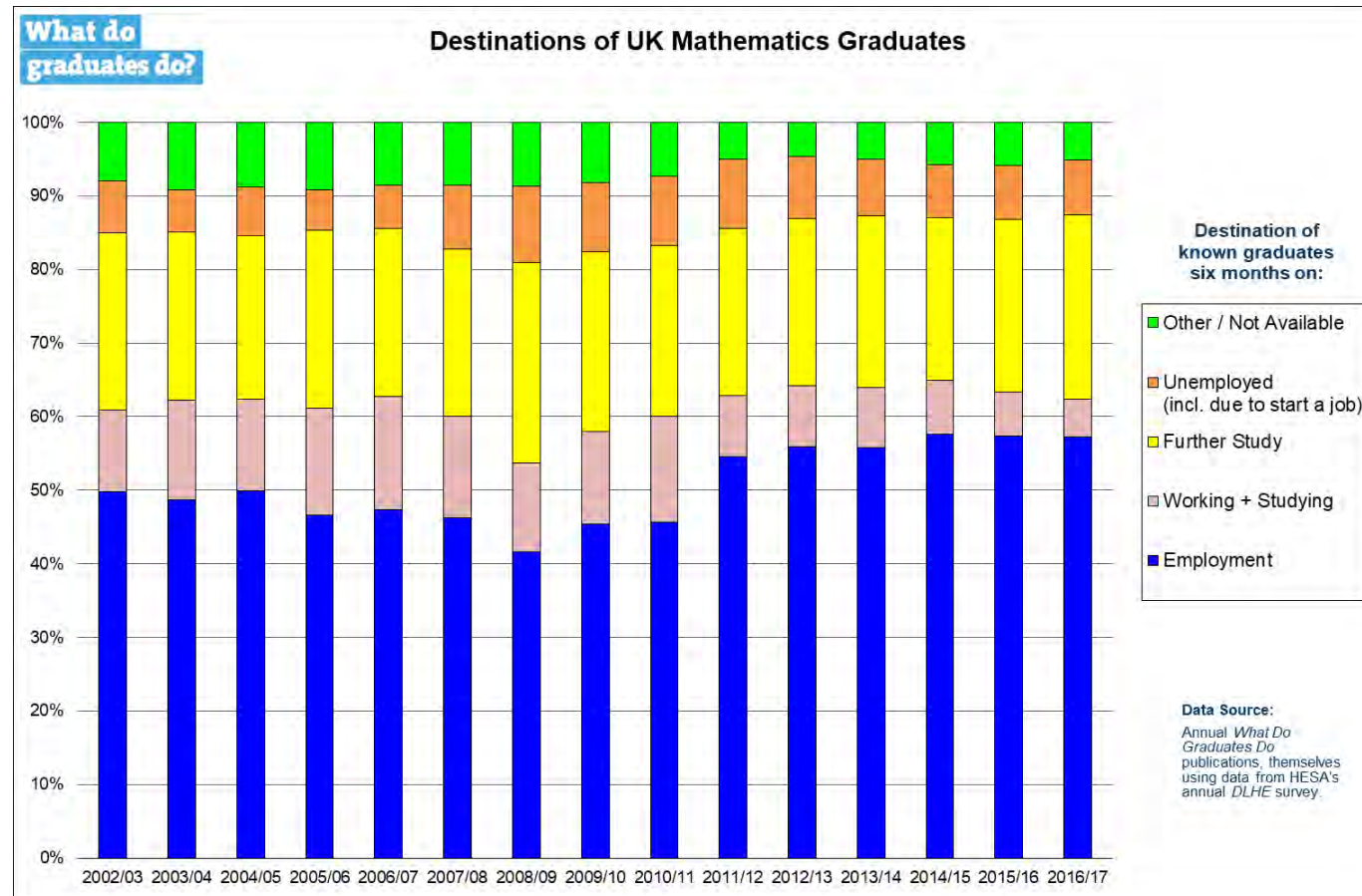
Source: *COVID-19: Challenges for Student Recruitment* (Institute for Student Employment) *Executive, Summary*, p1

- Published 25 March 2020
- Based on a survey (Fri 13 – Fri 20 March)
- Responses from 124 businesses across the UK.



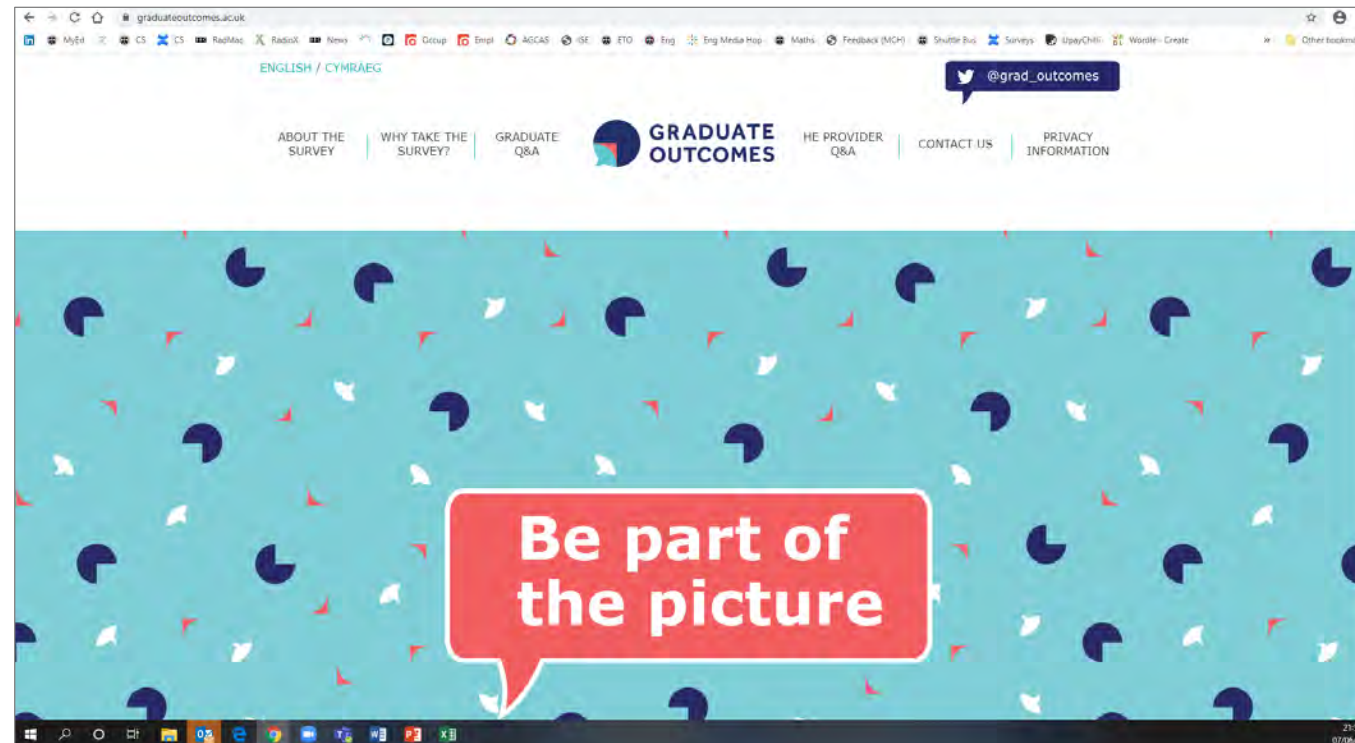


Some perspective: the 'Credit Crunch'



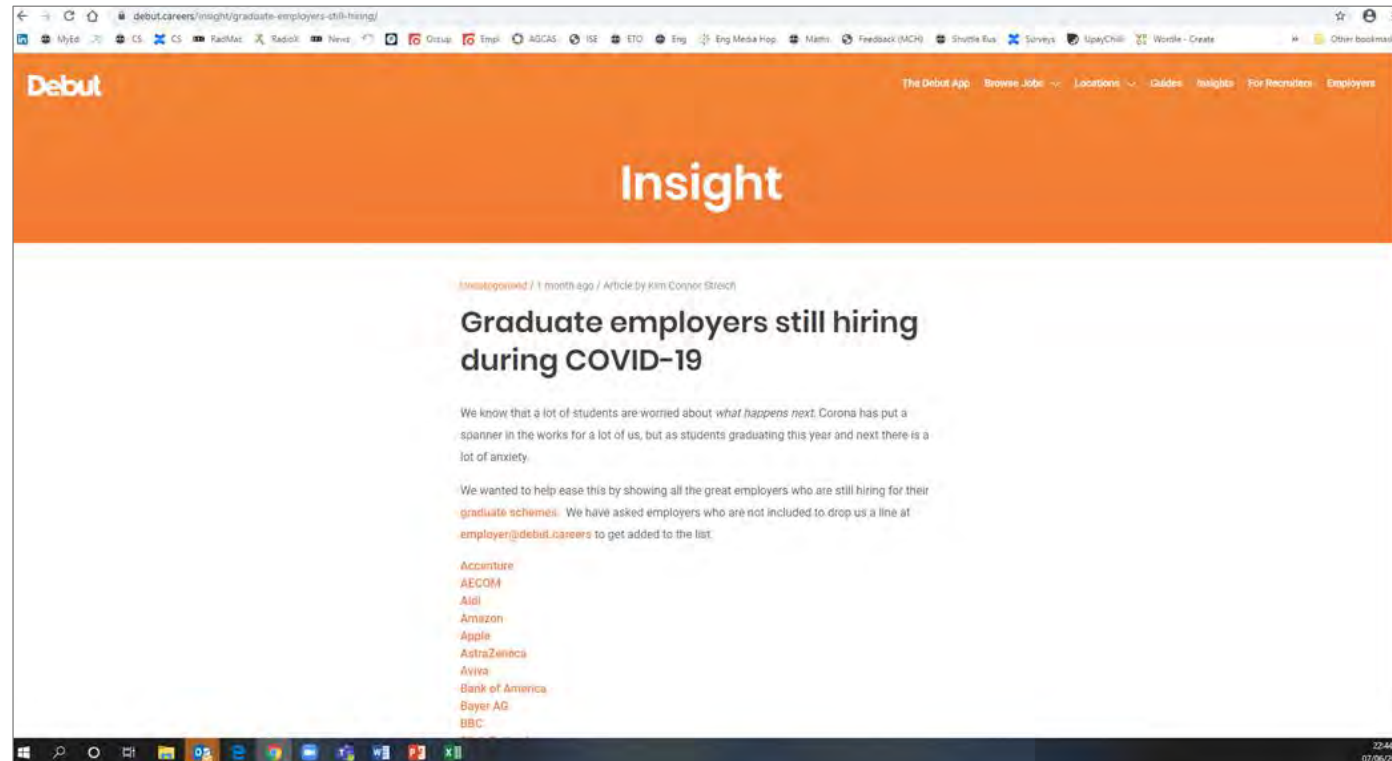


A plea from me:
please help us in 15 months' time!



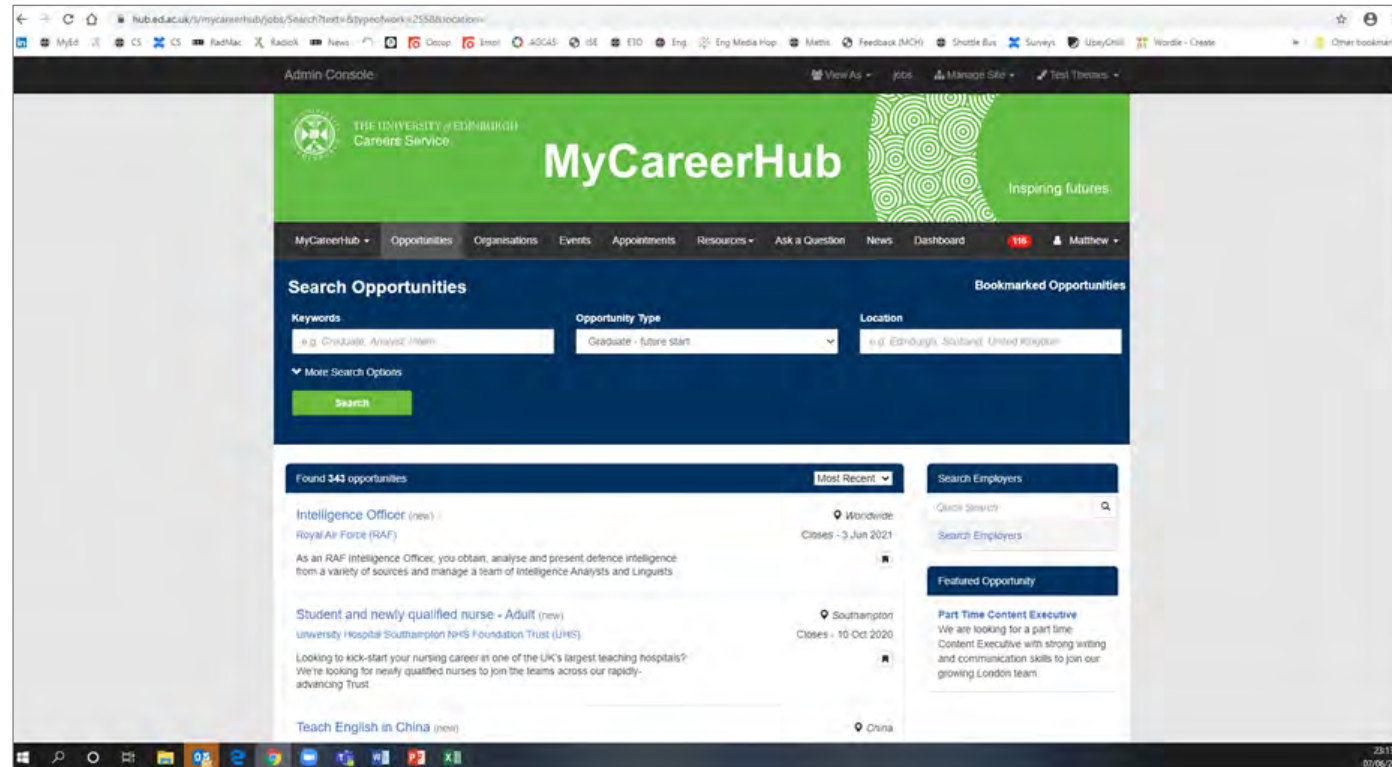


There are jobs out there...





There are jobs out there...





Other places to check...

- [Prospects](#) – national student/graduate careers website
- [TARGETjobs](#) – excellent student/graduate careers website
- [Gradcracker](#) – STEM graduate careers website (v good)
- [STEM Graduates](#) – STEM graduate graduate careers website
- [Inside Careers](#) – specialist student/graduate careers publisher
- [Milkround](#) – graduate jobs and carers websites
- [Scotgrad](#) – placements in Scottish companies (SMEs) ***N.B. On hold***
- [Jobs.ac.uk](#) – specialist university teaching/research/admin
- [eFinancial Careers](#) – specialist City banking & finance site

More specialist sites linked from our virtual [careers library](#) ***Don't Google!***

...and don't forget [LinkedIn](#)!





A degree from Edinburgh...

Is highly regarded!

QS World Rankings (2020)
#20

Times Higher Education Supplement, THES (2019) **#30**

Academic Ranking of World Universities, ARWU (2019)
#31

a.k.a. Shanghai Rankings

N.B. Estimates vary from 28,000 to >40,000 universities worldwide!
Source: Quora.com





Advice

Quality over quantity

- 100 poor applications will be rejected 100 times...
- ...but 10 strong applications may lead to 3 or 4 interviews – and an offer!

Yes – you may need to make more applications **but...**

- Don't cut corners by rushing them
- Don't start applying to everything & anything ("scattergun approach"); pick a job role or two and sector or two.
- Employers do not respond well to desperation.

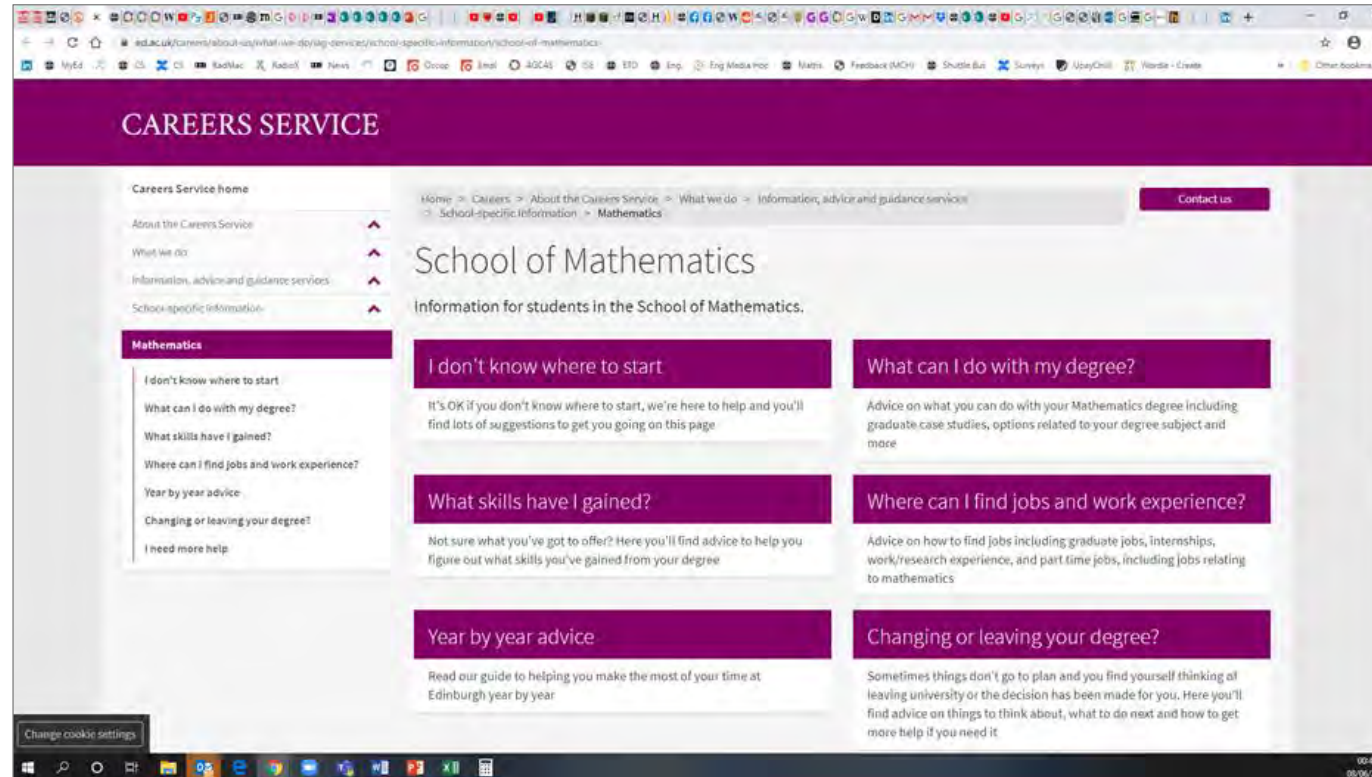
Procrastination?

- An unconsidered MSc/PhD is an expensive way to procrastinate! Career direction first; PG study if needed.
- Time out / GAP years can be great – if planned! Don't drift...



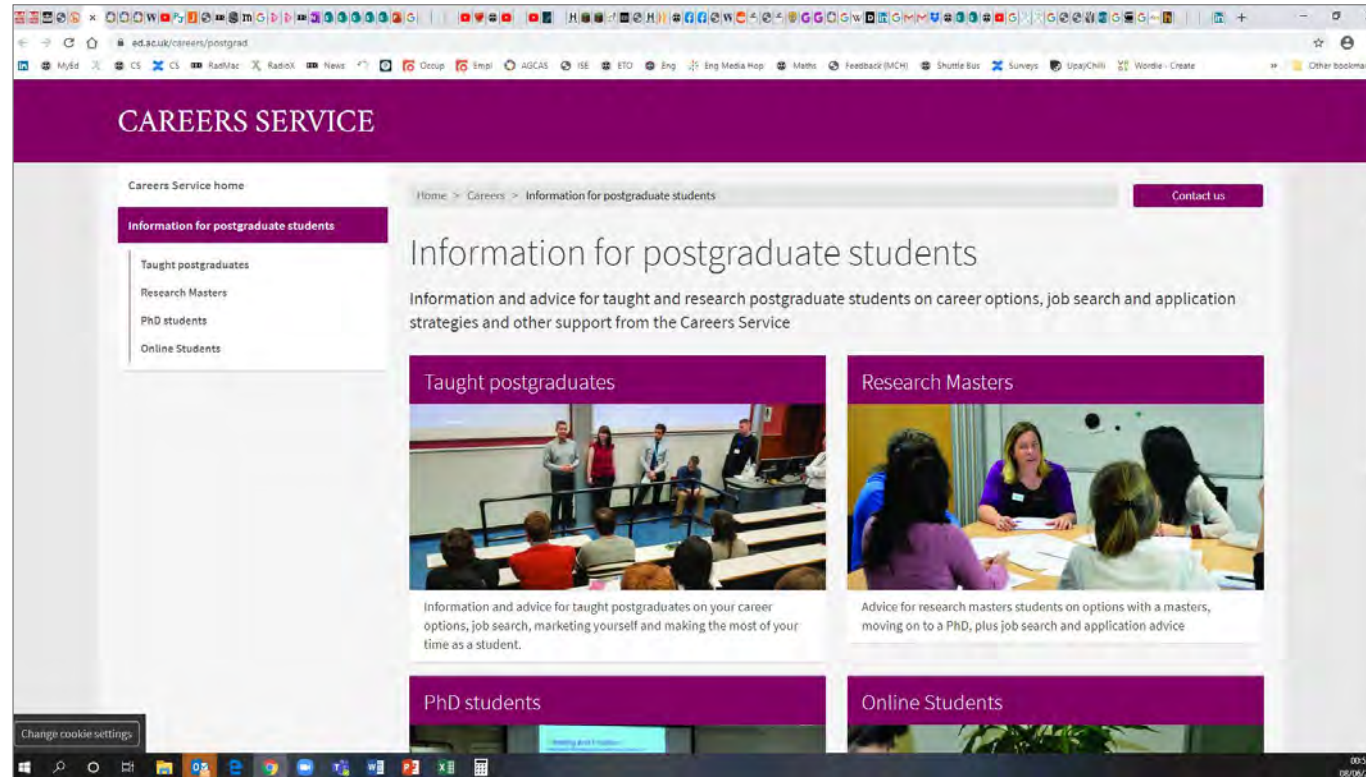


Further support: maths students



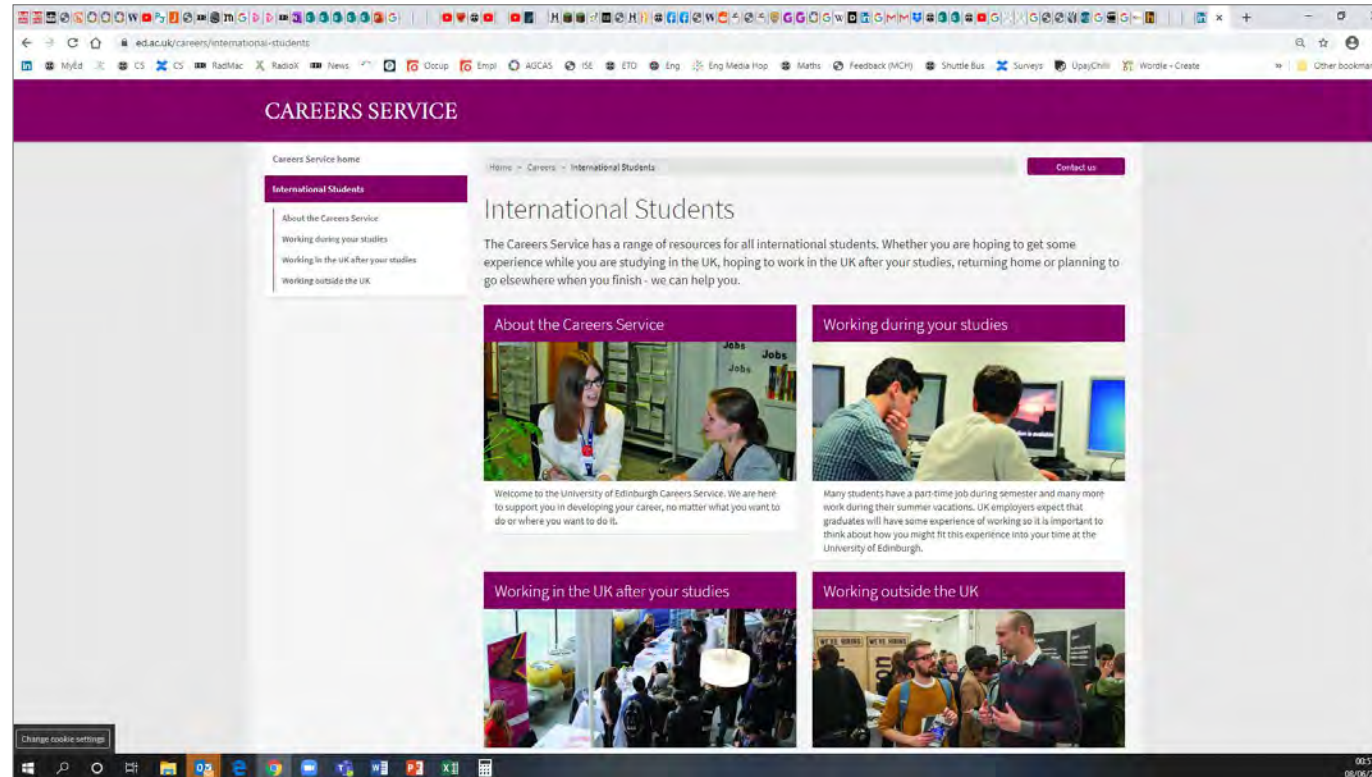


Further support: postgraduate students





Further support: international students





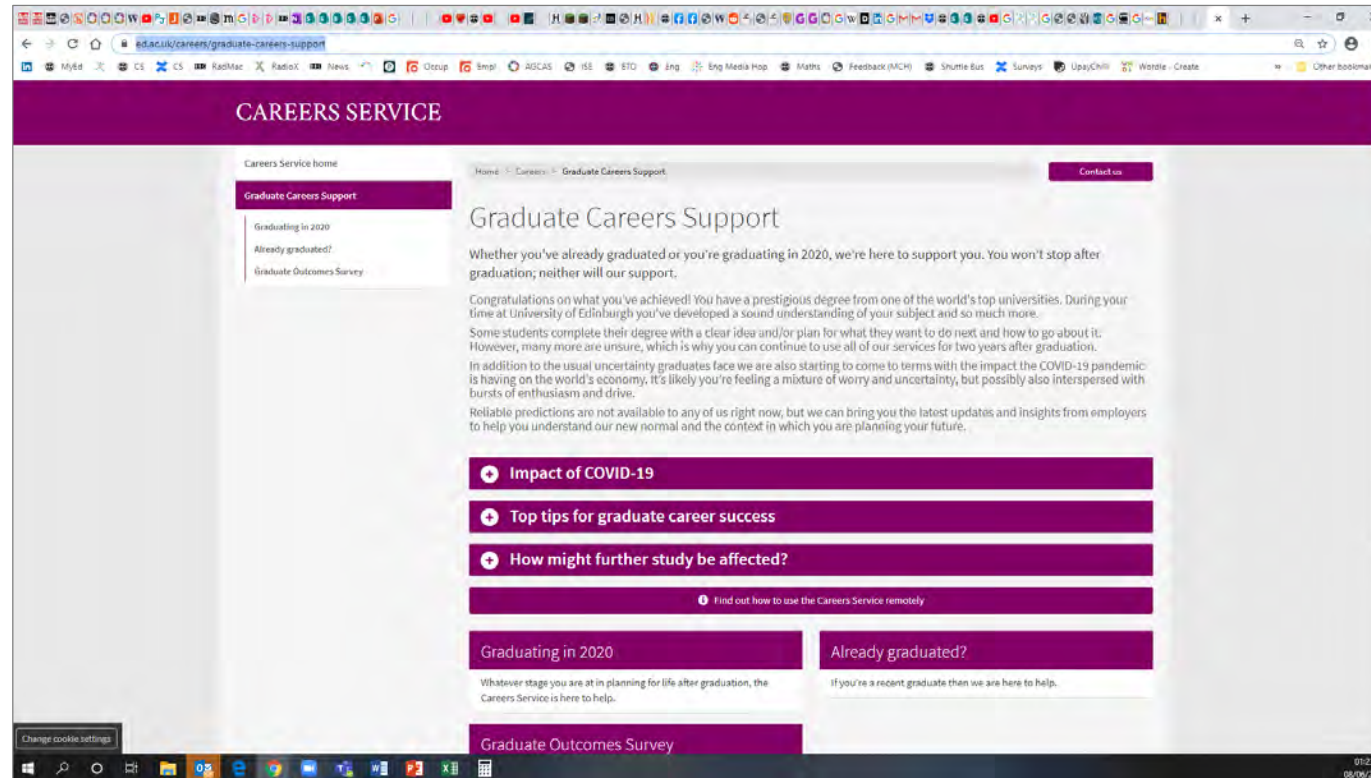
Further support this summer and beyond

- **UGs** respond to forthcoming survey! Those without clear plans will be offered a programme of support.
- Likely to be a similar offering to **MSc students** in August September
- **PhD students** should book appointments through MyCareerHub.
- **The Careers Service is open to you for 2 years after graduation:**
 - Jun-20 > use until 31 Jul 2022
 - Nov-20 > use until 31 Dec 2022





Graduate support: summary and updates



Questions?



- Email: matthew.vickers@ed.ac.uk
- **But...**
 - I may ask you to book an appointment – if your quick questions needs a long answer!
 - Sorry – no CV/application feedback via email





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Alumni

Influencing the world since 1583



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Bianca Ferri

MSc Operational Research with Computational
Optimisation (2016)

Senior Data Scientist at SparkBeyond

BIANCA FERRI

SENIOR DATA SCIENTIST

EDUCATION

MSc OPERATIONAL RESEARCH

University of Edinburgh, UK
2015 - 2016

BSc Mathematics and Economics

University of Nottingham, UK
2012 - 2015

TECHNICAL SKILLS

ML, Feature Engineering,
Genetic Algorithms,
R, Python, SQL,
PostgreSQL, Postman,
PowerBI, Tableau

EXPERIENCE

Senior Data Scientist (Sparkbeyond since 02/2019)

- Built a credit risk model for a leading British bank with special focus on the 'gig economy'
- Generated store distribution hitlists for a product launch of a leading beer company using a model that identified top-selling store characteristics

Data Scientist (Cognizant 09/16 - 01/2019)

- RFPs for global telecommunication and pharmaceutical organisations implementing ML models and creating visualisations in Tableau and Power BI
- Built a Genetic Algorithm for design automation and optimisation of oil rigs

Credit Risk Dissertation Placement (RBS 06 - 08/2016)

- Built scorecards for low-default portfolios (LDP) using an oversampling techniques inspired by the Genetic Algorithm





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Quentin Dhumeaux

MSc Operational Research (2019)

*Operational Researcher for the Civil Service at
Department for Work and Pensions*

Quentin Dhumeaux

Operational Researcher for the Civil Service

A bit about myself

- ▶ 2018 – 2019: MSc in Operational Research (OR) with Data Science, Edinburgh University.
- ▶ I wanted an OR job.
- ▶ ~10-15 job applications, ~5 interviews/assessment centres, 1 job offer.
- ▶ Sep 2019 – now: Operational Researcher for the Department of Work and Pensions.



**Department
for Work &
Pensions**

My job application experience

- ▶ Very challenging at the beginning.
- ▶ Nothing like I had ever done before.
- ▶ Applied to grad schemes and a few small companies.
- ▶ Using gradcracker, Edinburgh uni career website and others.
- ▶ Kept trying.
- ▶ Success!



My top tips

- ▶ Job application is a **skill**.
- ▶ Like sports or playing music, you need to **practice** to get better.
- ▶ Don't apply for your dream job first.

- ▶ **Confidence** is important.
- ▶ Build your confidence by practicing
- ▶ And **use the resources available**: get your CV looked at, practice interviews and assessment centres, go to career talks.

- ▶ **Start early:** applications for Operational Research in the civil service close in November.
- ▶ Applications are judged by people so quality is **subjective**.
- ▶ **Quality** is more important than quantity.
- ▶ Find jobs you really want, it will make applying easier.
- ▶ In the end, you only need one success.
- ▶ Even with a 20% success chance after 10 applications you have a 90% chance of getting an offer.



My working experience

- ▶ A significant part of my work is non-analytical (emails, meetings...).
- ▶ Communication is key.
- ▶ Communicating complex concepts to non-analysts is tough.
- ▶ Analytical work is not like University.
- ▶ Much less stressful.

Questions?

quentin.dhumeaux@dwp.gov.uk



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Duncan Ewing

BSc Mathematics (2015)

Actuarial Analyst at Lloyds Banking Group



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Ollie Glick

Philosophy and Mathematics (2018, Sabbatical Officer 2017)

Public affairs officer for the Children and Young People's Mental Health Coalition.

The world of work

From my biased point of view

Contents

Who am I?

How did I get here?

What I wish I knew before

3 Tips

Who am I

- Philosophy and Maths joint honours
- I was at medical school but only lasted a year...
- I've done a lot of varied jobs and volunteering
- Have been involved in multiple recruitment processes start to finish

My privilege

I have had a different experience than others, because of who I am.

My time looking for employment will be different to others experiences.

I have battled mental health problems, and needed support.

Political affairs and mental health (now)

- I now work for a Mental Health charity in London
 - Specialise in children and young people
 - Policy writing and consultation
 - Lobbying parliament and government

Learning and using skills I never considered during my degree

How I got here

Vice President community
of EUSA (2017-2018)

An odd job interview...

An amazing job



Varying experience

- Undergrad mathematics tutor (2018-2019)
- Trustee of a small charity
- Co-operative housing

What I wish i'd known

1. Trial and error, not magically knowing what you want to do
 - Ask a middle aged human about their career path
 - Don't be hard on yourself for not knowing
 - Process of elimination

What I wish i'd known

2. Once you get a job:

- Degrees are rarely mentioned
- 'Imposter syndrome is very common
- Everyone is still trying to work it out
- No one expects you to know it all, but they expect you to be willing to learn

3 Tips

1. **Use all your experience, gain it in unusual places**
 - Volunteering and outside interests gave me a lot of transferable skills
 - Employers look beyond your degree classification quickly
 - Adaptability is valued

3 Tips

2. Do what you want to do, not what you think you should

- Passion and enthusiasm (and lack of) shine through in applications
- Consider what you actually want and need from a job
- Money is important but so is fulfillment and stimulation

3 Tips

3. Look at the climate

- Covid-19 and its after-effects will change the landscape
- Where are your skills needed most? Which job markets will be affected?
- Non 'mathsy' jobs often need maths, and your skills are in demand



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Companies



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Meredith Regan

Senior Quant

Royal Bank of Scotland



Edinburgh University Employer Talks

Meredith Regan
Senior Quant, Model Risk

Statements in this presentation are opinions of the presenter and may not necessarily represent RBS view.



About Me

Studied at the University of Western Australia

- BSc (Applied Mathematics and Statistics)
- BE (Mechanical Engineering) (Hons)

Key work experience (~20 years)

- RBS (current)
- Lloyds Banking Group
- Bank of Scotland
- Statistical Consultancy Firm – Data Analysis Australia



Model Risk

What is Model Risk?

The risk of adverse consequences arising from decisions based on models which are mis-specified, incorrectly implemented or used inappropriately.

What does the Model Risk team do?

- Manages model risk across the bank
 - Sets Model Risk Policy
 - Model Risk reporting
- Model Validation
 - Reviews model developer documentation and code
 - Challenges model methodology and assumptions
 - Independently checks outputs and performs sensitivity analysis
 - Documents and presents findings and issues

Skills we look for in a graduate

Strong technical background in a quantitative discipline

- Knowledge of statistical modelling and assumptions
- Spreadsheet and coding skills (SAS, python or R for example)
- Data wrangling skills
- Toolkit of analytical techniques
- Ability to clearly document validation findings



Behavioural skills

- Able to explain technical concepts to a non-technical audience
- Problem solving (a healthy amount of curiosity!)
- Quick to learn new skills
- Works well with others



What you may need to learn on the job

1. Business skills

- Structure of the bank and our stakeholders
- Banking and finance terminology
- Policies

2. Understanding the organisation's **data structures**

3. **Regulations** (by model type)

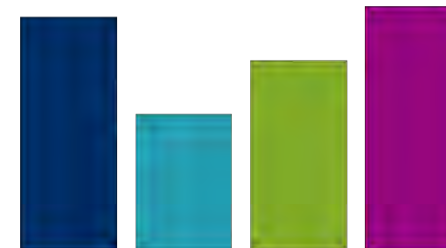
- Prudential Regulation Authority (PRA) regulations such as Capital Requirements Regulation and European Banking Authority guidelines
- SS3/18 on Model Risk Management for stress-testing
- IFRS9 for impairment models

4. Project management

5. Specific tools, bespoke techniques

Advice for starting a new job in an organisation

- Be willing to try different types of work – all good experience!
- Ask lots of questions (we don't bite!) but be mindful of other colleagues – try to work it out yourself first
- Read lots. Come back to it a few weeks later and it will make more sense
- Be innovative, but don't choose complexity if a simple solution works just as well
- Prioritise and plan your work. Don't be embarrassed if you need to ask for help – just don't leave it until the last minute!
- Become familiar with policies and processes
- Take opportunities (e.g. important projects, shadowing others, presentations to key stakeholders)
- Develop a network of peers and senior colleagues
- Don't be afraid to make mistakes
- Maintain a good work/life balance 😊



Key attributes for success in a new job

Strong technical skills

- Good quantitative qualification
- Ability to apply technical knowledge in practice
- Follow standards and policies
- Quick to learn new techniques

Balancing quality and quantity

- Demonstrate attention to detail but focus on what matters most
- Don't spend too long perfecting work that doesn't need to be perfect
- Understand the scope and purpose of the project
- Plan your work and communicate any problems as soon as possible

Working with others

- Ask lots of questions
- Be mindful of other colleagues
- Share knowledge (2 way)
- Understand our stakeholders and communicate clearly

Positive Attitude

- Show enthusiasm and initiative
- Try everything - don't be afraid to make mistakes
- Take opportunities (e.g. important projects, presentations to key stakeholders)
- Adapt to change



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Dan Eager

Principal Analyst

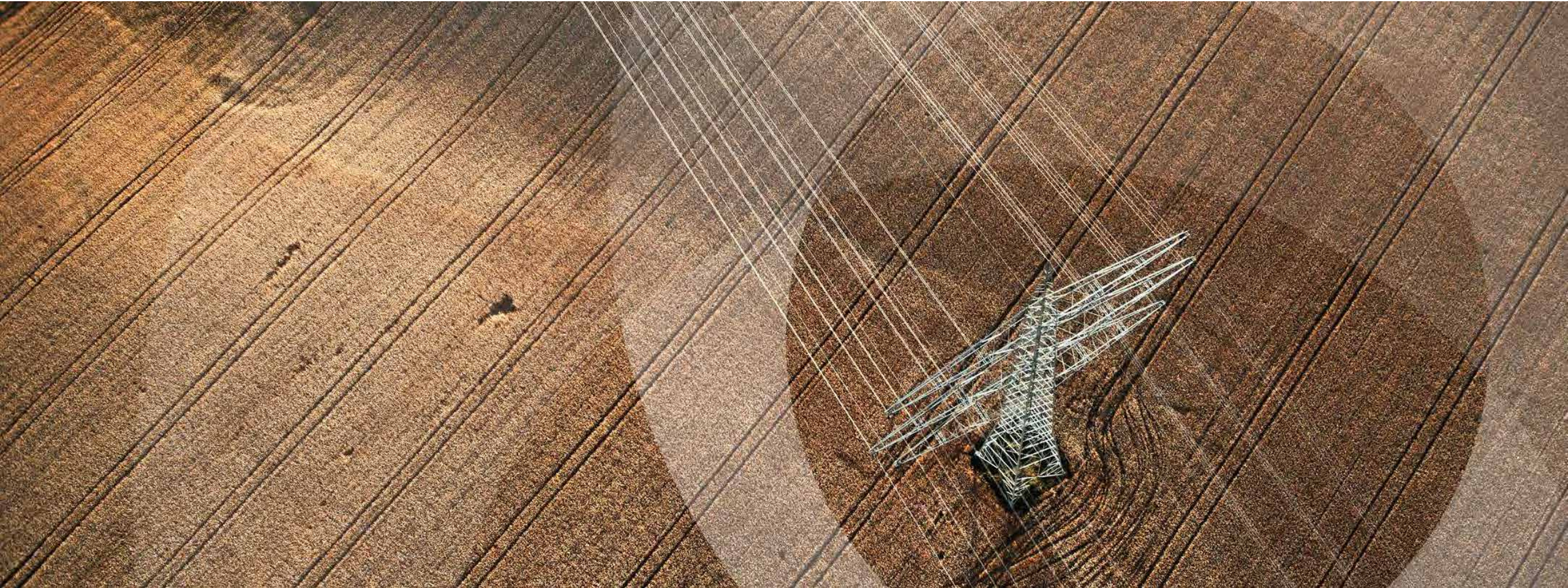
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Employers Advice

The University of Edinburgh Maths Employability Webinar

June 2020



About Wood Mackenzie

We provide commercial insight and access to our experts leveraging our integrated proprietary metals, energy and renewables research platform.

Wood Mackenzie is ideally positioned to support consumers, producers and financiers of the new energy economy.

- Acquisition of Genscape, MAKE and Greentech Media (GTM)
- Leaders in renewables, EV demand and grid-connected storage
- Over 500 sector-dedicated analysts and consultants globally, including 125 specifically to power and renewables
- Located close to clients and industry contacts





Dr. Dan Eager

Principal Analyst, Europe Power and Renewables

Biography

Joined Wood Mackenzie in 2018 as specialist in power market investment and dispatch modeling. My focus is on developing Wood Mackenzie's European Power Hourly Dispatch Model.

Over seven years' experience in consulting covering policy, regulation, market modeling and provision of advisory services to public- and private-sector participants in the power sector.

Doctorate in Dynamic Modeling of Generation Capacity Investment in Electricity Markets with High Wind Penetration from the University of Edinburgh, U.K. Also hold a Master of Science degree in Operational Research from the University of Edinburgh, U.K. and a Bachelor of Science degree in Mathematics and Computer Science from the University of Sussex, U.K.

Expert problem solver with technical and analytical skills, expertise in multiple simulation/programming tools. Examples include: FICO Xpress MP, Matlab/Simulink, R, Java, MS Excel/VB and Python.



Our research service model

All our services provide enterprise-wide access to research reports, data and analysts



Insights and Analysis

Recurring reports and timely analysis on the market events and technology trends



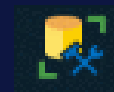
Data and Forecasts

Visualize, customize and download our databases and outlooks on-demand via our interactive data tools



Ongoing Interaction

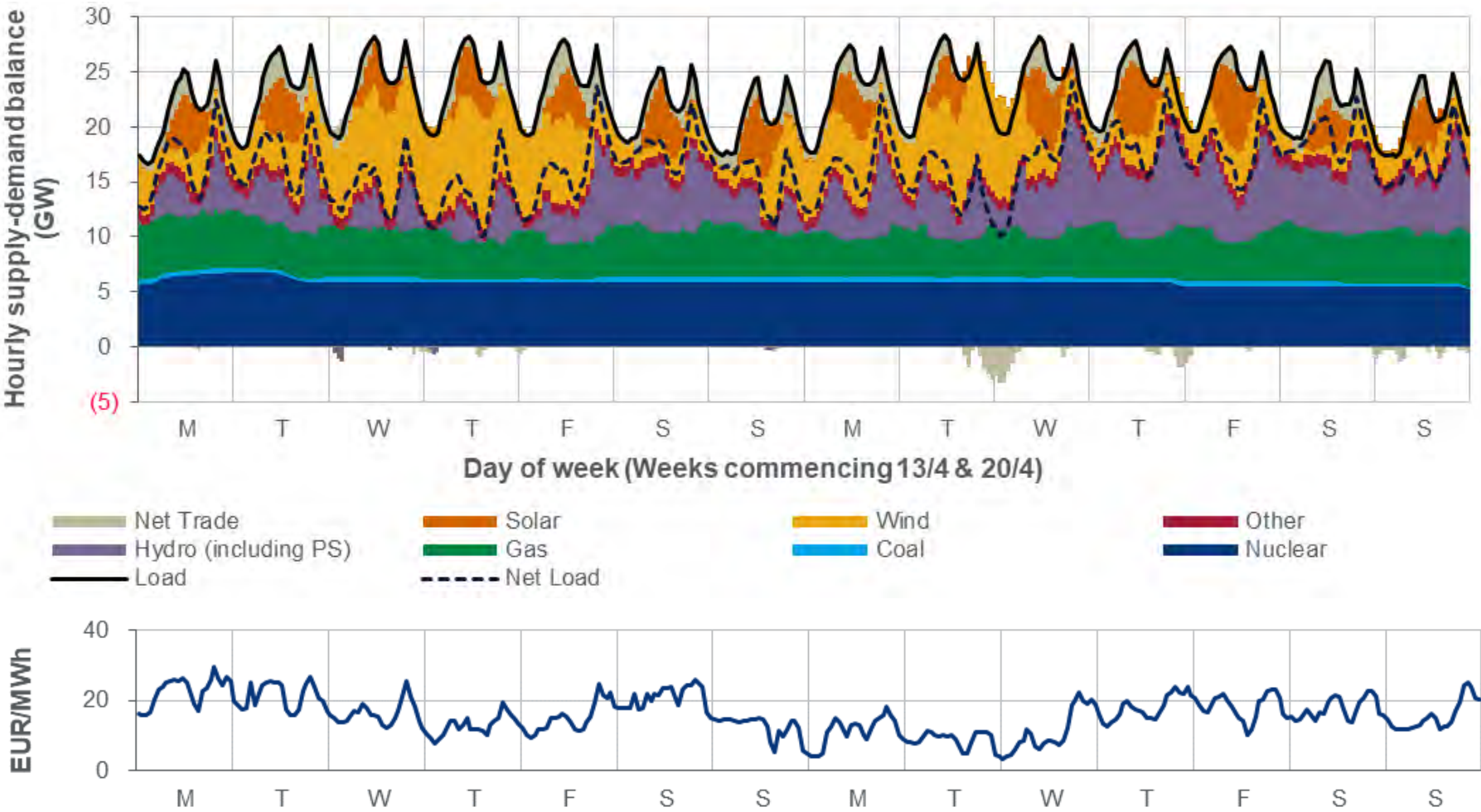
Engage with our team through ongoing analyst access and passes to our industry conferences





National lockdowns have driven substantial cuts in power demand, exacerbating pressures on market balance

Hourly power supply-demand balance and price: Spain



Production (MW) 13/4 - 26/4	
Wind	
Max	10,419
Min	377
Average	4,526
Solar	
Max	7,027
Min	5
Average	1,812
Gas	
Max	5,560
Min	3,049
Average	4,301
Nuclear	
Max	6,747
Min	5,172
Average	5,876
Hydro (including PS)	
Max	10,155
Min	-1,378
Average	4,015

Prices (EUR/MWh) 13/4 - 26/4	
Min	3.50
Max	29.51
Average Price	15.90
Average Daily Spread	12.30

Source: ENTSO-E & Wood Mackenzie
Note: Prices displayed are day-ahead



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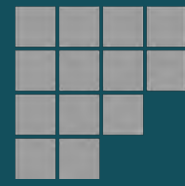
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Josh Lohr

Mackerel Media

Account Director





Mackerel Media
Digital Marketing

Employability Webinar

Josh Lohr • 08.06.2020



Josh Lohr





Josh Lohr

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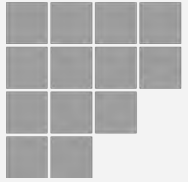
From Chicago via Deep South



Josh Lohr

—

From Chicago via Deep South



Mackerel Media
Digital Marketing

A DIGITAL PERFORMANCE AGENCY

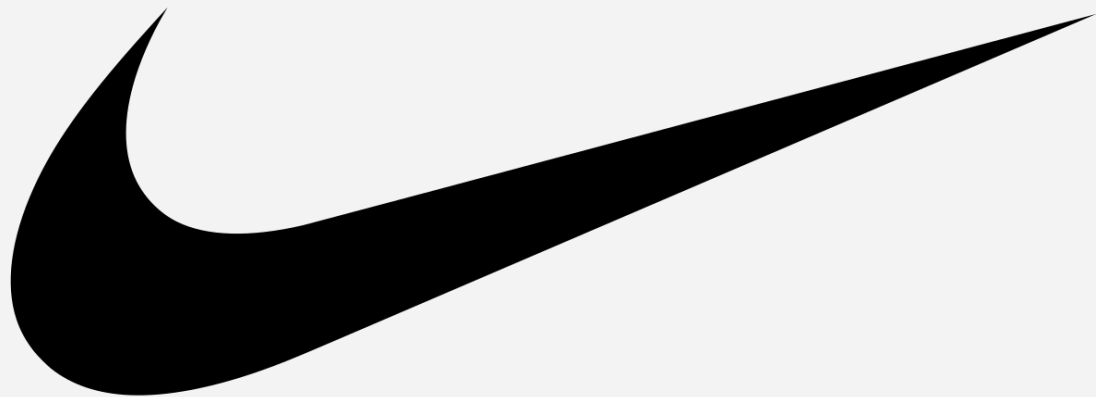
We deliver digital marketing campaigns that blend Data,
Creativity, Science, Search & Social to unlock our clients' growth.

Contact Us

Josh Lohr

From Chicago via Deep South

**Account & Project Director @ Mackerel
Media in Edinburgh**



Kraft *Heinz*



Standard Life



FOUR SEASONS



GlaxoSmithKline



**The Scottish
Government**
Riaghaltas na h-Alba

Josh Lohr

From Chicago via Deep South

Account & Project Director @ Mackerel Media
in Edinburgh

SEO & Data Nerd for 10+ years

Interview in an IT company



So, what makes you suitable for this job?



I hacked your computer and invited myself for this interview

Josh Lohr

From Chicago via Deep South

Account & Project Director @ Mackerel Media
in Edinburgh

SEO & Data Nerd for 10+ years

Interviewed 100s of candidates

Interview in an IT company



So, what makes you suitable for this job?

A Mathematician Hacked Into Google Because He Thought It Was Part Of A Job Interview



I hacked your computer and invited myself for this interview

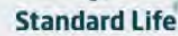
WIRED



16/1 Hermitage Park | Edinburgh | EH6 8HB | 07955 139 414 | me@joshualohr.com | [LinkedIn](#)

Seasoned digital professional with 10+ years of experience in SEO seeking a leadership role to drive agency growth.

A few clients I've helped drive SEO performance:



University of Illinois at
Chicago | Bachelor of
Science in Marketing

SEO: Search Console, SEMrush, Brightedge, Conductor, Moz, AWR, Searchmetrics, OnCrawl, DeepCrawl, Screaming Frog, Ahrefs, Majestic.

Analytics/CRM/CRO: Google Analytics 360, Search Console, Data Studio, Adobe Analytics, Salesforce, Hubspot, Maxymiser, VWO.

Localisation: Smartling, SDL Trados, hreflang.

Project Management:
Jira, Github, Teamwork,
Trello, BC, Smartsheet.

CMS: AEM, Endeca, Sitecore, Magento, Wordpress, Umbraco, SharePoint, Episerver.

HTML, XML, CSS, JS,
PHP, Schema, Regex

Google Analytics IQ
Brightedge Certified

Communication,
Teamwork, Organisation
Leadership, Adaptability

Mackerel Media | Account & Project Director | Edinburgh | 2020 to present

Digital marketing agency

- Lead activity across SEO, paid search, display, retargeting, and social media for 15 clients.

- Only in the role four months, managed to retain all clients through the Covid-19 pandemic.

Storm ID | Digital Marketing Director | Edinburgh | 2017-2020

Digital transformation agency

- Promoted from Head of SEO to Digital Marketing Director, managing five search specialists.
- Drive SEO strategy for all clients and manage new business generation across marketing.

- Built a robust SEO service offering from the ground up increasing dept revenue by 436% YoY.
- Ran effective content strategies to earn new clients, e.g. [Scottish University Search Analysis](#).

Starcom | Associate Director of SEO | Chicago | 2016-2017*

Global media agency

**Moved to Scotland*

- Managed diverse client portfolio and a robust a team of specialised direct SEO reports.
- Drove new business from Kraft Heinz, navigating a complex network of decentralised brands.

- Won five highly valuable new engagements and extended three contracts from Kraft Heinz.
- Developed three new audits across core SEO pillars to improve internal efficiencies.

Sprout Social | Senior SEO Manager | Chicago | 2014-2016

SaaS social media management company

- Drove KPIs through content marketing, technical optimisation, and localisation strategy.
- Measured and optimised SEO performance effectively utilising CRO+UX data and testing.

- Led SEO-driven blog redesign improving traffic by 85% YoY and software trials by 325% YoY.
- Resolved technical issues preventing indexing and managed HTTPS/CDN migrations.

TBWA\Chiat\Day | Senior SEO Specialist | Chicago | 2011-2014

Global advertising agency

- Managed SEO site migrations, technical integrations, and data-driven SERP analysis.
- Led Nike's European SEO efforts across 26 commerce experiences in nine languages.

- Improved Nike's European SEO channel revenue by 43% YoY and traffic by over 45% YoY.
- Crafted an SEO content strategy earning over 200k annual visits to a dormant web property.

Plum Tree Group | Marketing Director & SEO Lead | Chicago | 2009-2011

Digital transformation agency

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CV



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Communication,
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4 PAGES



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One page

Styled to stand out

Your Name

1234 Fourth Avenue, Smallville, Minnesota 55988, (600) 555-1234
yourname@mail.com, Portfolio: yourname.com

QUALIFICATIONS

- Creative and versatile designer who understands its all about branding
- Experienced designing brand identity, brochures, packaging, advertising, signage, posters, and web sites
- Social media savvy and up-to-date with current web trends
- Able to work directly with clients to discuss ideas and present design solutions
- Developed illustration skills with watercolor, colored pencil, and digital media

SOFTWARE

- Photoshop, Illustrator, InDesign, Dreamweaver, HTML, CSS, Acrobat, Audacity, Word, Excel, PowerPoint

EDUCATION

Bachelor of Science, Marketing
University of Minnesota, Minneapolis, Minnesota

Associate of Applied Science, Graphic Design
Brown Technical College, Minneapolis

EXPERIENCE

Graphic Designer

The Zeal, Minneapolis, Minnesota. 20xx–present

- Designed and produced a month's worth of print (10 issues total)
- Redesigned the logo and form for the local food industry trends
- Contributed stories, photos, and artwork for the local food industry trends

Receptionist

Maplewood Dental, Minneapolis, Minnesota. 20xx–present

- Assist office manager with scheduling, bank deposits, and patient intake
- Responsible for scheduling and ordering all dental supplies
- Facilitate new employee orientation (5 sessions to date)

Retail Sales Associate

Eddie Bauer, Minneapolis, Minnesota. 20xx–20xx

- Dealt directly with customers, assisted with selections, purchases and returns
- Responsible for all money, returns, and sales transactions on the weekends
- 20xx Sales Associate of the Year. Increased my annual sales volume 15%
- Organized loss-prevention efforts in the store (we saved \$500 annually)

ACHIEVEMENTS

- Vice President, Graphic Design Club, Brown Technical College. 20xx–20xx
- Third Place Gutenberg Award, Poster Design. 20xx

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A few of the brands I've worked with

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Keep it brief



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Share your skills



Mention your goals



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Role & Highlights

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- Improved Nike's European SEO channel revenue by 43% YoY and traffic by over 45% YoY.
- Crafted an SEO content strategy earning over 200k annual visits to a dormant web property.

Plum Tree Group | Marketing Director & SEO Lead | Chicago | 2009-2011

Digital transformation agency

ROLE

- Led SEO, analytics, new business, and oversaw paid search, social, and email disciplines.

HIGHLIGHTS

- Built a digital marketing team of 14 specialists in 4 global offices from the ground up.
- Improved overall marketing department monthly revenue by 520% YoY.

CV

One page

Styled to stand out

PDF always

Elevator pitch

Role & Highlights

Skills & Software

JOSHUA PAUL LOHR

16/1 Hermitage Park | Edinburgh | EH6 8HB | 07955 139 414 | me@joshualohr.com | LinkedIn

Seasoned digital professional with 10+ years of experience in SEO seeking a leadership role to drive agency growth.

BRANDS

A few clients I've helped drive SEO performance:



EDUCATION

University of Illinois at Chicago | Bachelor of Science in Marketing

SOFTWARE

SEO: Search Console, SEMrush, Brightedge, Conductor, Moz, AWR, Searchmetrics, OnCrawl, DeepCrawl, Screaming Frog, Ahrefs, Majestic.
Analytics/CRM/CRO: Google Analytics 360, Search Console, Data Studio, Adobe Analytics, Salesforce, Hubspot, Maxymiser, VWO.
Localisation: Smartling, SDL Trados, hreflang.
Project Management: Jira, Github, Teamwork, Trello, BC, Smartsheet.
CMS: AEM, Endeca, Sitecore, Magento, Wordpress, Umbraco, SharePoint, Episerver.

LANGUAGES

HTML, XML, CSS, JS, PHP, Schema, Regex

CERTIFICATIONS

Google Analytics IQ
Brightedge Certified

SOFT SKILLS

Communication,
Teamwork, Organisation
Leadership, Adaptability

EXPERIENCE

Mackerel Media | Account Manager
Digital marketing agency

ROLE

- Lead activity across S

HIGHLIGHTS

- Only in the role four m

Storm ID | Digital Mark
Digital transformation agency

ROLE

- Promoted from Head
- Drive SEO strategy for

HIGHLIGHTS

- Built a robust SEO ser
- Ran effective content strategies to earn new clients, e.g. Scottish University Search Analysis.

Starcom | Associate Dir
Global media agency

ROLE

- Managed diverse client
- Drove new business f

HIGHLIGHTS

- Won five highly valuat
- Developed three new

Sprout Social | Senior S
SaaS social media managem

ROLE

- Drove KPIs through co
- Measured and optimi

HIGHLIGHTS

- Led SEO-driven blog r
- Resolved technical iss

TBWA\Chiat\Day | Sen
Global advertising agency

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SKILLS

Creativity



Motivation



Writing Skills



Passion



Multi-tasking



SOFTWARE SKILLS

Photoshop



Illustrator



Sketch



Invision



KEY SKILLS

BUDGETING



PLANNING



SOCIAL MEDIA



SUPERVISION



MARKETING



TEAM



BUILDING



Mackerel Media 45 Hanover St | Edinburgh | EH2 2PJ**Mackerel Media**
Digital Marketing

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Covering Letter

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Mackerel Media
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Mackerel Media
Digital Marketing



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Styling to match CV

Unique to employer

Your experience with results

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Your experience with results

A bit about yourself

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Mackerel Media
Digital Marketing



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At Sprout Social, a social media software company, I was the Senior SEO Manager and tasked with driving leads and revenue. I built a team of two digital specialists and two freelance writers, led localisation efforts into Latin America, and managed the redesign and rebuild of the site's blog. My core aim was to devise and execute an ambitious content marketing strategy. This led to earning a coveted spot in Social Media Examiner's Top 10 Social Media Blogs of 2016 for the first time in Sprout's history. The SEO channel became the most profitable marketing channel, improving traffic by over 85% YoY and software trials by over 325% YoY.

At TBWA\Chiat\Day, an agency part of the Omnicom Group, I earned the title of Senior SEO Specialist and served Nike as their EMEA SEO lead. I managed a team of three direct reports and we collectively managed 26 Ecommerce experiences in nine languages. During my tenureship, European SEO revenue improved by over 40% YoY and traffic by over 45% YoY, driven by technical SEO improvements and content optimisations. I oversaw the complex integration and migration of FC Barcelona's Ecommerce experience into Nike.com. Quarterly, I worked in tandem with Nike's marketing and tech teams at their European HQ in Amsterdam.

I'm an avid consumer of digital marketing news and strategy, ensuring I'm always on top of the latest SEO trends and tactics. I also dabble as a web developer hobbyist, with a fluency in many CMS and partial fluency in a handful of programming languages. I greatly enjoy creative production and am very handy with Photoshop as well as other video, audio, and design tools. In my personal time, I enjoy playing drums, trying new whiskies, and keeping fit.

Thank you for your consideration and I hope to hear from you soon.

Best regards,

Joshua Lohr

Covering Letter

Styling to match CV

Unique to employer

Your experience with results

A bit about yourself

Sign it

Interview

- Holistic data-driven growth marketer (looking at the entire customer journey and lifecycle without channel isolation)
- Over 10 years of direct and consistent SEO experience
- Experience with eCommerce, B2B, SaaS, LeadGen, CPG, and informational sites for enterprise, SMBs, and startups across public, private, and third sectors
- Clients: Nike, Kraft Heinz, Standard Life, GlaxoSmithKline, Michelin, Mars Pet Care, LiftMaster, People's Postcode Lottery, Konica Minolta, CooperVision, Securitas, and Four Seasons
- Expertise in technical SEO; particularly enjoy technical audits and complex challenges (spider traps)
- Also specialise in SEO content marketing, authority building, CRO, and holistic data analysis
- Directly managed (and at times executed) paid media, paid social, organic social, PR, and email marketing
- Search and analytics evangelist at all organisations
- Tech lead for every team I've been on
- Create templated audit and process decks to automate and streamline deliverables
- Particularly skilled at producing detailed and visually appealing slide decks (new biz)
- Self-starter and independent worker, however I am happy to take direction and not afraid to ask questions
- Deep knowledge on industry best practices
- Pride myself on strong work ethic
- Project managed a number of site redesigns collaborating across a number of teams, managing milestones, benchmarking and measuring performance, etc. (basecamp/teamworkpm/trello)
- Avid consumer of digital news and cutting edge trends
- Certifications: [Google Analytics IQ](#) & Brightedge Certified
- Software proficiency:
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Interview

Bullet short talking points

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Memorise them

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Interview

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Memorise them

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Highlight interests in the industry



Occam's Razor

by Avinash Kaushik



Experience



Digital Marketing Evangelist

Google

Mar 2007 – Present · 13 yrs 4 mos

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Questions:

- What's the team structure like?
- What's your standard SEO/Marketing plan for clients?
- How would you describe your current marketing/SEO strategy?
- What are the most common types of clients?
- What is your approach to new business development?
- What technologies/software are you currently using? Are you happy with them?
- What are your current pain points or areas of opportunity?
- Looking to be a part of an organisation that I can grow with, what can I expect?
- What were the technical SEO issues mentioned in the Consortium case study?
- In the Dekanta case study, there's mention of a content audit. What does that look like?
- How did you get into digital?

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Unique questions ready

Thank you.

josh.lohr@mackerelmedia.co.uk

