

ROBERT DI FRANCO

GROUP MARKETING MANAGER



CONTACT

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SKILLS

- Digital Transformation
- Team Management/Growth
- Search Specialist
- B2B, B2C, D2C
- Leadership
- Effective Communication
- Critical Thinking
- Conversion Optimisation
- Customer Journey
- Content Creation
- Stakeholder Management
- Performance Analysis
- Full Digital Spectrum

EDUCATION

BA Hons Business Marketing & Advertising - 2:1

University of Worcester
2007 - 2010



PROFILE

With over 15 years of experience in marketing, I bring a strong track record in both digital and traditional channels. My expertise lies in driving business growth through digital transformation, building audience engagement, and creating strategies that foster trust, brand awareness, and customer acquisition. I focus on delivering measurable results that lead to higher conversion rates and long-term customer retention.



WORK EXPERIENCE

Stepping Stones Care et al

12/2023- PRESENT

Group Marketing Manager

- Promotion from Marketing Manager in recognition for performance across a number of business' including Hallmark Fireworks and GB Concrete & Pump
- Develop and execute comprehensive marketing strategies and campaigns that align with the company's goals and objectives.
- Lead, mentor, and manage a marketing team and freelancers, fostering a collaborative and results-driven environment.
- Develop sector leading social platform, increasing following 119%, driving over 100,000 organic impressions.
- Create and manage the marketing budget, ensuring efficient allocation of resources and optimising ROI.
- Oversee market research to identify emerging trends, customer needs, and competitor strategies.
- Within the year, successfully launched 4 new websites, creating a brand identity, visions, marketing blueprint, with =hands on day-today management.

Ctalk - OnCallRota

08/2021 - 12/2023

Digital Marketing Manager

- Hands on management of key digital channels, organic and Paid Search and Social Media
- Increased web traffic by 74% (2022) by enhancing keyword research and optimising content.
- Increased web traffic by 256% (2023) with highly successful Google campaigns driving digital growth.
- Improved end-to-end customer journey by identifying critical conversion and drop-off points, reducing the bounce rate by 23% (2023).
- Enhanced lead generation strategy across LinkedIn with targeted research and customer segmentation.

Paid Media Specialist - Freelance

11/2018 - 8/2021

Super Digital

- Consistently hit monthly revenue targets through Google Ads.
- Offered strategic recommendations in lead and sales generation processes, aiding achievement of established targets and KPIs.
- Used effective strategy and planning to implement high-impact campaigns with proven improvements in brand awareness and engagement.
- Liaised with clients to develop and implement effective and integrated campaigns.
- Advised on retention, engagement and conversion through other channels which would support overall digital strategy.

Digital Marketing Manager

5/2019 - 7/2021

Elta Group

- Implemented highly effective digital strategy focusing on leveraging engaging content to create a link between customers and each brand whilst working closely with the product and strategy team.
- Managed the creation and development of 5 new platforms for high profile subsidiaries with a large focus on the user experience, and understanding audience needs.
- Developed and led the marketing department of 3 and trained 2 new staff members.
- Designed impactful digital marketing campaigns to optimise ROI, including Google Ads, Social Ads and Email Marketing to attract a 40% increase in new users year on year.

Digital Marketing Manager

10/2013 - 5/2019

USN - Ultimate Sports Nutrition

Worked as part of a close-knit team handling all digital marketing activities in-house, leveraging a wide skill set to execute a broad range of ideas. Led the development and execution of USN's Digital Strategy, while also supporting key e-commerce partners.

- **SEO:** A core focus—organic search drove over 50% of traffic in 2019. Through in-depth keyword analysis, advanced on-page optimisation, and a strong link profile, over 70% of monthly users were new visitors.
- **Social Media & Content:** Built the USN social presence from the ground up in 2013, becoming an early adopter of influencer marketing. Created and distributed engaging content via social platforms and the USN Blog to effectively grow brand awareness.
- **Google Ads:** Delivered data-driven keyword strategies to run high-performing search, display, shopping, and remarketing campaigns.
- **Partner Support:** Managed and developed branded pages on platforms such as Amazon, Argos, and Holland & Barrett to ensure consistent messaging and expand reach.

Marketing Affiliates & Content Coordinator

11/2010 - 1/2012

TH Baker, Watch Hut, Jewel Hut

- Established a consistent brand voice to ensure cohesive content across all channels.
- Developed a high-performing affiliate program, ranking in the Top 6 on the LinkShare network.
- Created compelling, SEO-optimised content to support digital growth.
- Supported and analysed Google Ads campaigns to enhance performance and ROI.