



JAMES NATOLI

Digital Marketing Specialist



PERSONAL STATEMENT

An experienced digital marketing professional that has analytical and technical skills with an innovative and entrepreneurial attitude. A well-rounded individual and team player that has developed an in-depth knowledge of digital marketing, customer experience, website development, product management, CMS, ecommerce and data management. A person who brings a strategic and technical skill set learnt over many years from marketing across a variety of industries, technological changes and personal business experiences.

WORK EXPERIENCE

CX & Digital Marketing Consultant

May 2020 - Present | Forum Digital

As a CX and digital marketing consultant, I specialise in developing digital strategies, building web assets and implementing digital initiatives that help WA businesses grow online. I have worked with small to large companies.

- Produce digital marketing and CX strategies for clients.
- Implement campaigns for several product and service-based clients.
- Customer experience consultancy and design associated strategies.
- Produce customer personas, empathy maps, customer journey maps.
- Integrate NPS, CES and CSAT surveys relevant customer touchpoints.
- Produce data insight initiatives to identify and design personas.
- CRM integration actioned with digital marketing initiatives.
- Data insight and interpretation for clients and their stakeholders.
- Manage a product portfolio of approximately 4,000 products.
- Manage several Shopify stores, data feeds and products on Google Ads.
- Design, build and host websites on Shopify and WordPress.
- Create and optimise content for SEO, CRO, email and Pay Per Click.
- Implement event-based goals and conversion tracking through Google.
- Carry out PPC campaigns, SEO audits, on-page SEO and FB ads.
- Conversion rate optimisation services including HotJar implementation.



PHONE

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WEBSITE

www.jamesnatoli.marketing

MY PROCESS

1. Strategy & Planning
2. Audit & Analytics
3. Marketing & Campaigns

MY SKILL SET

- Digital Marketing Strategy
- Customer Experience (CX)
- User Experience (UX)
- Search Engine Optimisation (SEO)
- Pay Per Click Advertising (PPC)
- Social Media Advertising
- Digital Marketing Campaigns
- Product & Data Management
- Content Marketing & Creative
- Persona Modeling
- Customer Journey Mapping
- CRM Sale Integration
- System & Process Design
- Competency Analysis
- Competitor Analysis
- Keyword Research & Audits
- Information Architectures
- WordPress & Shopify Development
- HTML and CSS (limited)

WORK EXPERIENCE

(CONTINUED)

Digital Marketing Manager

Jan 2020 – May 2020 | eShopping Group

As Digital Marketing Manager I was responsible for the multichannel marketing campaigns across the company's several consumer facing brands, each with its own Shopify website. I took the daily ROAS from 3:1 to 6.5:1 within weeks.

- Reporting to the Head of Ecommerce, managing five B2C online brands.
- Produce digital marketing strategies with digital channel initiatives.
- Undertake SEO audits across all brand websites and produce reports.
- Implement on-page SEO adjustments across all Shopify's collections.
- Produce and manage reporting dashboards for group stakeholders.
- Drive improvements in the weekly Return on Ad Spend reporting on PPC.
- Meet weekly with stakeholders and present online sales figures.
- Manage daily marketing budgets across the five brands.
- Manage the copyright infringement cases listed on behalf the company.
- Integrate phone sales with Google Analytics for sales tracking.
- Conduct keyword and market trend research for new product launches.
- Manage a varied product portfolio across five brands.
- Create and maintain product feeds into Google Ads and Facebook Ads.
- Launch remarketing campaigns utilising Google Tag Manager.
- Undertake conversion rate optimisation utilising Lucky Orange software.

Head of Digital Marketing

May 2016 – Jan 2020 | Clue

As the department head for digital marketing, I was responsible for the team's involvement in the development and execution of several client marketing campaigns which included strategy planning, discovery, and MarTech usage.

- Head of digital marketing, managing a team of six marketing experts.
- Marketing consultant for 25 SME's to corporates, specialising in growth.
- Manage ecommerce client marketing and category management.
- Build out information architectures for new and existing client websites.
- Launch marketing discoveries as a holistic approach to web design.
- Develop marketing strategies utilising core marketing principles.
- Launch and project manage cross channel marketing campaigns
- Develop persona models, customer journey maps and brand audits.
- Lead SEO consultant for HIF Health Insurance Fund.
- Carry out marketing gap analysis through capability assessments.
- Personal clients included HIF, YMCA and MercyCare.
- Develop a multichannel service offering for the agency.
- Deliver holistic solutions for client's utilising an omni-channel approach.
- Research and implement software that improves client's results
- Design and implement a conversion rate optimisation service with UX.



**JAMES
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LINKEDIN
/jamesnatoli



FACEBOOK
Jimmy.natoli

MY SOFTWARE

- **Data:** Google Analytics & Data Studio
- **PPC:** Google Ads
- **Feeds:** Google Merchant Centre
- **Social:** Facebook Business Manager
- **CMS:** WordPress, Magento & Shopify
- **SEO:** SEMRush, Moz, Screaming Frog
- **Design:** Photoshop and Indesign
- **CRO & UX:** Lucky Orange & Hotjar
- **Email:** Mailchimp
- **Funnels:** Clickfunnels
- **CRM:** HubSpot, Insightly, Sage

MY AWARDS

2023

WA COVID Response Medal

Western Australia Police

MY EDUCATION

2008 – 2011

Ba (Hons) Degree

University of Hertfordshire, UK

2005 – 2007

A Levels

The Blandford School, UK

2002 – 2005

GCSE's

The Blandford School, UK

WORK EXPERIENCE

(CONTINUED)

Group Ecommerce Marketing Manager

Sep 2013 – Apr 2016 | Bisley (FC Brown Steel Equipment Ltd)

As Europe's largest steel furniture manufacturer, I reported directly to the Group Marketing Director. I was responsible for the group's new subsidiary and commercial offerings, marketing plan, product development, P&L and budgets.

- Manage a team of sales staff, product designs and engineers.
- Responsible for the UK and international online sales strategy.
- Diversify a \$100million dollar brand into new product markets online.
- Manage web technologies and associated project management.
- Launch a Magento based ecommerce website with payment gateway.
- Develop an initial online product offering of 1250 products.
- Design end-to-end processes from order to delivery.
- Hold position one on Google for 72 or 98 keywords within six months.
- Develop pricing strategies and associated special price offerings.
- Develop a direct retail and reseller distribution network.
- Sell direct to Dyson as their preferred supplier of industrial storage.
- Manage product data and updates in excel which were imported.
- Develop an online quoting service for tiered pricing on products.
- Established a margin protection and discount policy for resellers.

Ecommerce Marketing Manager

May 2011 – Sep 2013 | JEC Industrial Equipment Ltd

Reporting directly to the Managing Director, I was responsible for developing the UK's online business for what traditionally was an export company of tool and industrial equipment into the Middle East and North Africa oil and gas markets.

- Develop a UK online strategy for a long-established export company.
- Engage and manage existing export product suppliers for online sales.
- Seek new products and suppliers for three newly launched websites.
- Project manage the development of three Magento ecommerce stores.
- Responsible for the ecommerce websites and associated marketing.
- Manage and import a product offering of 40,000 products.
- Oversea outsourced digital marketing agencies for SEO and PPC.
- Undertake the on-page product and catalogue optimisation for SEO.
- Build and launch weekly HTML email campaigns send-outs.
- Produce analytic reports on website and sale performance.
- Work with creatives to produce several product print catalogues.
- Project manage XML order automation for supplier order processing.
- Meet weekly with managing director and office manager to report.
- Carry out keyword search for new product lines.
- Identify niche products for government procurement searches.



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1. Growing Leads for SME's

2. Increasing Online Sales

3. Giving Corporates Direction

MY STORY

After a holiday to WA in 2015, I sold up my life back in the UK and decided to move to Australia after a dare from a mate. In April 2016 I boarded the plane with a one-way ticket and at the young age of 28, I flew over with just a suitcase of clothes and one pair of shoes. Fast-forward nine years, I am now an Australian Citizen and married with two children.

MY VALUES

1. Teamwork
2. Integrity
3. Resilience
4. Professionalism
5. Respect
6. Self-worth

MY REFERENCES

Ovi Puscas

eShopping Group – Head of Ecommerce

Richard Bone

Former General Manager at Clue