

# Nicola Brown

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## Profile

Experienced digital marketer skilled in developing and delivering user centric digital experiences, SEO and content. Working in a small but busy agency environment I'm friendly and approachable, conscientious and adaptable with a proactive can-do approach that influences change and improvement. Confident working independently or as part of a multi-disciplinary team, I'm naturally curious about users and enjoy learning about their needs before developing solutions that solve their problems and achieve client's goals. Having built strong collaborative relationships with clients, I'm regularly called on to assist on projects that enhance the user experience and acquire new business.

## Experience

### **Brown Bear Media | Nov 2023 to present**

Following redundancy due to Immedia Creative entering insolvency, my husband and I set up Brown Bear Media to ensure active clients continued to receive an uninterrupted service. We continue to provide website development, hosting and support, alongside delivery of web projects and digital marketing services.

### **Immedia Creative | Head of Digital Marketing | Apr 2014 to Nov 2023**

I was responsible for a broad scope of work for B2B and B2C clients in sectors including healthcare, education, recruitment, home services and manufacturing. My role involved:

**Client management and onboarding:** building productive and trusted relationships with clients to gain a deeper understanding of their needs and performance goals to create well defined project scopes and team briefs.

**User research:** designing, conducting, analysing research to identify user needs and behaviours. Techniques used included card sorting exercises, one to one interviews, focus groups, user feedback and user journey mapping.

**Website audits and analysis:** to troubleshoot problems with site architecture, technical build, content, usability and SEO performance using tools such as MouseFlow for eye tracking, scrolling and click behaviour, GA4, Ahrefs, Search Console and Google Lighthouse.

**Sharing insights:** passing on research findings and sharing specialist knowledge with team and clients through reports, user personas, meetings and presentations to facilitate discussions, generate ideas and gain support for change and improvements.

**Wireframing:** using MockFlow to present new ideas, test the structure and flow of possible design solutions and present desired changes to improve SEO performance or the user experience. Then collaborating with the UI designer and wider development team to prototype and develop the optimal solution.

**Content:** commissioning, producing and editing value adding content such as blogs, landing pages, social posts, infographics and photography to support the changing needs of a user through their decision-making journey.

**SEO research:** researching competitors, keywords and industry trends to generate ideas for gaining competitive advantage in SEO campaigns. Keeping up to date on emerging opportunities and industry best practice to incorporate into strategies and wider development projects.

**SEO strategy:** creating actionable SEO strategies based on research findings with clear, prioritised tasks linked to overall goals while also incorporating project constraints such as client's budget, resource availability and timeframes.

**Search engine optimisation (SEO):** implementing actions to improve organic visitor levels and conversions through on page and off page SEO. Collaborating with team members to achieve technical website improvements. Tracking and measuring appropriate performance metrics for client reporting and to support the strategy refinement process.

#### **Brown Bear Media | Director | Apr 2007 to Apr 2014**

After developing an interest in Search Engine Optimisation (SEO), I co-founded Brown Bear Media with my husband. Starting as a small agency we offered WordPress development, Google Ads management and SEO services to local businesses. We merged with Immedia Creative in April 2014 to enhance and expand our offering.

#### **The Chartered Institute of Building (CIOB) | Nov 1996 to Apr 2007**

##### **Marketing Manager | Mar 2004 to Apr 2007**

Responsible for implementing the new Marketing Manager role within the CIOB including brand development, agency management, event and exhibition management, creation of marketing processes and collateral, budget management, copywriting for web and print and managing the policy researcher and publications officer.

##### **Professional Development Manager | Nov 1999 to Mar 2004**

I was responsible for launching the CIOB's new competency based graduate Professional Development Programme (PDP) across the construction industry. Through building relationships with key stakeholders and promoting the PDP to industry bodies and at relevant events and exhibitions, I achieved adoption of the programme by accredited universities and over 30 main contractors. Alongside this activity, I also organised and delivered mentor, assessor and graduate inductions to build a viable support network. And organised and ran research forums with key participants to glean insights used to improve the scheme delivery.

##### **Education Manager (Membership Development) | Nov 1996 to Nov 1999**

My responsibilities included building links with construction departments and visiting students at colleges and universities to promote the values and standards of the CIOB and acquire new student members. During this role I also introduced and edited a new e-newsletter for students. As well as managed the national Student Challenge event being instrumental in changing the format from a University Challenge Q&A approach to a project-based format judged by industry professionals. This allowed teams of students to better showcase their skills in a real-life situation and is still in use today.

## **Skills**

- Influencing change and improvements
- Creativity
- Communication
- Problem solving
- Adaptability
- Collaboration
- Attention to detail
- Research and analysis
- Search engine optimisation (SEO)
- SEO audits, analysis and reporting
- Content marketing
- Competitor research
- User research and personas
- User journey mapping
- Wireframing
- Performance tracking and monitoring

Proficient in using SEO tools such as SEMRush, Ahrefs, Moz, Search Console, Lighthouse and GA4. Highly experienced in using WordPress, Mockflow and Canva. As well as MS Office tools (Word, Excel, Teams and Powerpoint).

## **Education**

CIM Advanced Certificate in Marketing

2:2 BA (Hons) Law and Psychology of Human Communication, De Montfort University (1995)

ONC and HNC Business Studies, Bracknell College

## **Hobbies and Interests**

Cycling, walking and wildlife watching. Exploring history and culture while travelling. Enjoying music, theatre and art. Finding and trying new foodie experiences.

**References available on request.**