

Curriculum Vitae

Tony Lopes: Digital Marketing

B.Com Marketing

AAA School of Advertising Diploma in Advertising

8 years+ online/digital marketing experience

SEO Web Strategist

Blogger and social media specialist

Resume of Tony Lopes

Last updated: 11 April 2011

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Objective: Further my career in digital/online marketing.

Skills: Search Engine Optimisation, email marketing, web copy, PPC, Google Adwords, affiliate marketing, mobile, blogging, social bookmarking, Digg, Reddit, Stumbleupon, social media, Facebook, Twitter, content management, keyword research, link building, copywriting, press releases, strategy, conversion, usability, user experience (UX), Wordpress, Joomla, HTML, Google Analytics, Omniture, web analytics, ProClarity, customer segmentation, Excel, analysis, reporting

Qualifications:

B. Com (Marketing) with specialisation in Strategic Management, Consumer Psychology and Internet Marketing – 2002

Diploma in Advertising with specialisation in Copywriting – AAA School of Advertising 1998

Biographical information

Full name: Anthony Peter Lopes

Citizenship: South African

ID Number: 7412125124081

Location: Johannesburg, South Africa

Career history

Telesure – Upstream Advertising

Telesure is one of South Africa's largest insurance groups. Brands in the Telesure group include: Hippo, Dial Direct, 1st for Women, Budget Insurance, 1LifeDirect, Auto&General and Virseker. Affinity brands include AA Insurance and Virgin Money Insurance. Upstream Advertising is Telesure's marketing, advertising, communications, media placement and public relations division.

When: August 2011 to present

Title: Search Engine Marketing and Affiliate Marketing Specialist

Responsibilities:

- Management of Google AdWords (Search and Display) advertising on desktop and mobile for 8 insurance brands via Google South Africa and external agencies
- Management of insurance affiliates
- Landing page optimisation for online media team
- Strategy development, analysis and reporting

Osiris Trading

When: April 2011 to July 2011

Title: SEO Web Strategist

Description: Develop and implement SEO web strategy for international brands across multiple languages and geographies.

Responsible for all **on-page search engine optimization** and **strategic web copy planning and fulfilment** related to the broader **SEO initiatives** developed by the SEO team and as required by the business.

The role includes development of **web copy, social media campaigns, blogging, electronic press releases (EPR), social bookmarking, article marketing** and any other initiatives related to website rollout, growth and creating a natural link profile to the brand sites to support the SEO strategy.

Responsibilities:

- Planning and production and uploading into content management system of all web copy for all brand sites (briefed in to copy team)
- Content growth and keyword strategy – develop for English sites, work with regional teams/language copywriters to do keyword research in other languages
- Represent brand SEO strategy e.g. when working with external third parties
- Website planning and visitor conversion: page hierarchy, sitemaps, usability, on-page conversion elements (together with marketing and brand teams)
- Blog management: setup, blogging, web analytics, webmaster tools integration and reporting
- Social bookmarking (e.g. Stumbleupon, Reddit, Digg) – implementation and usage
- Social media initiatives including activities related to Twitter and Facebook
- Social media monitoring
- Article marketing
- Electronic press release planning and fulfilment (together with ePR specialist)
- Copywriter and regional management team training (web and SEO) in the following areas:
 - SEO principles
 - Use of content management system
 - Website development principles (how to plan and structure a website)
 - Basic HTML
 - Blogging and use of Wordpress
 - Press release principles and fulfilment
 - Basic web analytics and reporting

Osiris Trading

When: March 2010 to March 2011

Title: Marketing: Search Engine Optimisation (SEO) Copy and Content Manager

Description: Recruit, train and manage a team of 20 copywriters to deliver copywriting, social media, blogging, press releases and website content management in 8 languages for 4 brands.

Responsibilities:

- **Copywriting team management**

- Recruitment of 20 copywriters
- Training and performance management
- Motivating, leading and coaching
- Copywriting operations management
- **On-page SEO (search engine optimisation)**
 - New sites built with SEO best practices
 - Meta data optimization
 - Delivery of unique content to websites
 - Page conversion optimisation
 - Keyword research, strategy and implementation
 - Web page interlinking
- **Website rollout and content growth**
 - Plan and build new websites in 8 different languages (2 per language)
 - Develop content architecture based on keyword research
 - Recruit and manage freelance writers
 - Use of content management system to build websites
 - Wireframe design for new websites
- **Increase traffic to websites**
 - Press releases in 8 different languages
 - Use of social bookmarking sites such as Digg, Reddit, Stumbleupon
 - Blogging: Wordpress installation, setup and training
 - Social media: integration with Facebook and Twitter
 - Link building to new websites
- **Reporting**
 - Website project plan reporting
 - Web analytics with Google Analytics and Omniture
 - Visitor to customer funnel reporting

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When: January 2009 to February 2010

Title: Marketing: Search Engine Optimisation Project Manager

Description: Plan, manage and report on actions implemented by the SEO team

Responsibilities:

- Search evangelism: ensure business keeps SEM/SEO top of mind through training, feedback on successes and cross-departmental workshops and projects
- Search engine metrics reporting
- Link building projects
- Blogging
- Website optimisation and content management
- Keyword research and implementation
- Pay Per Click (PPC) advertising with Google Adwords
- Press releases
- Online reputation management

- Competitor analysis
- Social media projects

Osiris Trading

When: January 2008 to December 2008

Title: Marketing: Regional Marketing Manager

Description: As regional manager I was responsible for all acquisition, conversion and retention marketing and related activities for customers in the English region.

Responsibilities:

- Close monitoring of all customer activities to ensure maximum profitability of the region
- Develop new marketing channels and manage existing ones
- Focus on customer profiling, customer data analysis and experience management for all customer segments
- Derive and apply commercial insights from customer data
- Drive customers into higher value tiers
- Cross-branding strategies
- New customer development and hand-holding
- Use of rewards programme as customer retention tool
- Management of the English regional marketing team: leadership, coaching and performance management
- Meet set acquisition and revenue targets for the region

Osiris Trading

When: January 2004 to December 2007

Title: Marketing: Promotions Manager

Description: Part of digital marketing team responsible for acquisition, conversion and retention of customers.

Responsibilities:

- Email and newsletter marketing
- Affiliate marketing communications
- Website content management
- Project manager for monthly 60 page magazine
- Acquisition marketing collateral including emails and banner ads
- Weekly reporting to Exco

Osiris Trading

When: July 2003 to December 2003

Title: Marketing: Copywriter

Description: Responsible for all aspects of copywriting in a digital marketing environment

Responsibilities:

- Web copywriting
- Newsletter copywriting
- Acquisition, conversion and retention mailer copywriting
- Direct mail copywriting
- Call centre scripts, auto-responders and other ad hoc copy requirements of the business

Honda South Africa

When: April 2003 to June 2003

Title: Marketing assistant (temp)

Description: Temporary position at head office

Responsibilities:

- Press releases
- Motoring journalist fleet car management
- Competitor analysis
- Mystery shopping
- Reports from country-wide dealerships
- In-store marketing collateral
- Analysis of data and reporting for new vehicle strategies

After-hours projects

2006: Brands and Branding Online Community Portal

I established the online community portal for “The Encyclopaedia of Brands and Branding in South Africa” at <http://www.brandsandbranding-online.co.za/> and wrote and sent a monthly newsletter to subscribers.

Current: Freelance SEO consultant and copywriter

After hours I consult and write for clients in the IT and insurance industry through my registered business: Caprica Internet Marketing CC.

Websites

I own and manage the following blogs and websites:

<http://www.tonylopes.co.za/>

<http://www.oxygenmusic.co.za/>

<http://www.hotcopy.co.za/>

<http://www.healthyorganic.co.za/>

<http://www.traveltourist.co.za/>

<http://www.capricaconsulting.com/>

<http://www.digitaldiy.co.za/>

References:

Available on request