



# DAVID ORAGUI

SENIOR CONTENT, SEO & PRODUCT  
MARKETER

## WORK EXPERIENCE

### Product Marketing Manager & Lifecycle Marketer

Leadfeeder | May 2019 - Present

- Led the pricing increase campaign (to non-paying customers) which contributed to 5% MRR growth MOM; 2nd highest in company history
- Own the core product positioning, messaging, customer development and overall GTM strategy of the product.
- Onboard trial users with activity-based messaging and product tours via Intercom
- Built in-app product tours, whilst collecting feedback on new feature rollouts.
- Liaise with product, marketing, sales, CS on ways to improve each team's core KPIs.

### Senior SEO Strategy Lead

Insane Growth | December 2019 - Present (Freelance)

- 50% increase in organic search traffic in 90 days (Jan 20' - Apr 20') vs. previous period (20,645 vs. 13,713)
- Increased search traffic by 68% vs. Mar 2020 (8,030 vs. 4,785)

### Senior SEO & Content Marketing Manager

Enhancv | July 2019 - December 2019

- 8.6% conversion rate (signups), and 7.7% (trial-to-paid) conversion rate from just 6 pieces of content
- On track to increase organic search traffic by 30%, from 230k to 300k by year end.

## ACHIEVEMENTS

- I'm a marketer who's self-taught and proficient with HTML, CSS, JavaScript and PHP (started learning)
- Created four brands with zero, external funding
- Digital nomad since 2011; have been working remotely way before it was cool
- Developed a growth tactic named 'Product Weaving'. Increased app signups to self-serve SaaS by over 1,000%

## MARTECH STACK

- Intercom (Email Marketing)
- Ahrefs, Search Console (SEO)
- Zapier (Automation)
- Google Sheets
- HubSpot (Marketing Automation)
- Webflow, WordPress (CMS)
- Github (Software Dev Version Control)

## REACH ME AT:

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- Location: Remote, United Kingdom (HQ)
- LinkedIn: @david-oragui

## WORK EXPERIENCE CONT.

### App Marketing, Business & Tech Writer

Clutch (The Manifest) | Dec 2017 - Nov 2019

- Written 150+ articles on mobile app marketing and development, SEO, social media and business growth.

### SEO Lead and Product Marketing Manager

Sked Social | November 2017 - December 2018

- Increased organic search traffic by 341.45% in 180 days vs. previous period (145,223 to 648,326)
- 45% increase in leads from 3,789 to 5,491 from SEO and CRO (Product Weaving)
- \$35,158 MRR generated from SEO

### Technical SEO Specialist

Fieldboom | Jul 2017 - Sep 2018

- Extensively researched G2Crowd and GetApp to identify the most revered businesses in all 50 states of America for a data-driven infographic.
- Devised and implemented a 4-step SEO gameplan: content audit, content strategy, product weaving and link building resulting in 60% increase in 5 months

### Head of Content | Advisor

Grow | April 2014 to December 2016

- Increased Twitter following by 450% from 960 followers to over 5,000
- Conducted assessments and interviews during the hiring process for my replacement
- Worked on SEO campaigns in a client-based environment
- Provided digital marketing training and support to C-level executives and in-house staff and partners
- Monitored conversations on social media for common marketing challenges businesses face today with IFTTT
- Improved retention rates of client retainer contracts by fostering good relationships with key decision makers
- Managed a talented team of freelance writers and designers to produce content and improve website functionality
- Used SEO tools like SEMRush/MOZ to identify content gaps between our website and our competitor's
- Produced 15+ detailed operational manuals on key business operating procedures for future hires

### E-Commerce Marketing Writer

Sales & Orders | Aug 2017 - May 2018

- Pitched and crafted 10 articles on the state of E-Commerce and Conversion Rate Optimisation.

## GROWTH PROJECTS

- Agency Partner Program
- Software Review Site
- Marketing Encyclopedia
- SaaS Growth Podcast
- Marketing Training/Cert Program
- Virtual Growth Marketing Conf.
- SaaS MVP
- Freelance / App Marketplace

## HOBBIES & INTERESTS

- Video Games
- Football
- Piano / Keyboard
- Anime and Manga
- Gritty TV Dramas
- Political Discussion

## FACTS ABOUT ME

- Youngest of 3 (2 elder siblings)
- Have 2 children (they're crazy!)
- Never been to my home country
- Have a weird knack for remembering dates, times and events (past and present)
- I can work out the answer to any two-digit multiplication, faster than most can type on a calculator
- Struggle from Aviophobia (scared of flying on planes)
- I can't wink from my left-eye
- Never went to University
- Began managing family finances @ 18 y/o
- My very first job was a gardener @ 16 y/o

## ENTREPRENEURIAL VENTURES

### Balanced Life Practitioner

Balanced Life Academy Group | Apr 2016 - Nov 2017

- Spearheaded an A/B test campaign with 3 variations which led to an **87.8% increase in conversions** (95% confidence level)
- Devised an ongoing social referral program to generate interest for upcoming courses
- Built **6 free courses** as lead magnets to up-sell paid courses and memberships
- Split audience into 6 segments and delivered dynamic marketing messages based on interests & pain-points
- Custom built **10+ mobile-responsive landing pages** with custom HTML, CSS, PHP and JavaScript.

### Editor-in-Chief

Balanced Narrative Jul 2011 - Jun 2017

- Increased email signups by **111% YOY** through targeted calls-to-action, custom landing pages and on/off-page SEO efforts
- Led Pinterest campaign as part of content marketing strategy, resulting in over **700k repins and views**.
- Owned organic search strategy and execution, generating a **300% increase** in targeted traffic in just **4 months**.
- Produced just short of **100+ articles** on physical and mental health, relationships, social issues, money and career development.
- Created a **36-part email drip campaign** designed to push warm leads within segmented audiences further along the funnel.
- Built a **CPC ad program** for companies to promote their product to potential customers via exit-intent popups, content upgrades and sitewide CTAs
- Turned traditional blogger outreach on its head by getting a pool of freelance contributors (34 as of 2017) to grow our publication to **40,000 visitors a month** without spending a cent.
- Scripted, filmed, edited and published **200+ videos** across 7 owned YouTube channels to accompany our organic search strategy, increase brand awareness and raise seed funding.