

# WILL BOND

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## PERSONAL STATEMENT

Results-driven Digital Marketing Specialist with nearly five years of experience helping clients to enhance their organic visibility in both agency and in-house roles. Specialising in technical SEO optimisation and content strategy development, I'm a self-motivated professional that brings a strong work ethic to both independent work and collaborative team projects.

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## WORK EXPERIENCE

### ***Project Manager, StateRequirement***

Aug 2023 - Feb 2025

- Spearheaded multiple content optimisation projects that led to site traffic increases exceeding 100% and significantly improved affiliate conversion rates.
- Successfully led link-building campaigns that greatly boosted our organic visibility, even achieving the #1 position on Google for a number of our most important keywords.
- Managed and refined paid and organic digital marketing campaigns that drove a 52% increase in total site traffic and achieved a 36% increase in conversions on optimised landing pages.
- Conducted regular SEO audits and competitor analysis in order to identify new, untapped opportunities to grow our organic traffic.

### ***Head of Digital Marketing and COO, Global Mobility Institute***

May 2024 - Present

- Launched and scaled the website from scratch, achieving 120% organic traffic growth within six months by focusing on optimising the site structure, internal linking, and technical SEO.
- Conducted in-depth keyword research and content planning to help drive the 50% month-over-month increase in traffic our site experienced between June and September 2024.
- Developed and crafted an extensive library of content based on user intent and insights from keyword research, leading to a returning visitor rate that frequently exceeded 40%.

### ***Digital Marketing Specialist, TRUiC***

Nov 2022 - Aug 2023

- Worked within the content team to improve our search engine visibility in the very competitive niches of LLC formation and insurance licensing while maintaining brand consistency.
- Managed WordPress CMS updates and on-page SEO changes to optimise site performance.
- Developed and delivered comprehensive performance analytics reports, identifying optimisation opportunities and making strategic recommendations to PMs based on key metrics.

### ***Digital Marketing Analyst, Sitetrail***

Sep 2020 - Nov 2022

- Crafted and optimised a diverse content portfolio, including articles, press releases, and other types of B2C content, to maximise our clients' search engine visibility and organic rankings.
- Conducted in-depth keyword research to ensure the content strategy guiding my projects was always aligned with the relevant user intent and search behavior patterns.

REFERENCES AVAILABLE UPON REQUEST

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## EDUCATION

### ***Bachelor of Laws (LLB)***

Sep 2018 - Jun 2021

University of Nottingham

- Dissertation focused on the “Search Engine Liability for Indexing False or Harmful Content”.
  - Developed strong analytical and research skills through case analysis and legal documentation, which I apply directly to my SEO research and strategies on a daily basis.
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## ADDITIONAL INFORMATION

- **Technical Skills:** SEO (On-page, Links, EEAT, & Technical SEO), Google Analytics, Search Console, SEMrush, Ahrefs, WordPress CMS, Screaming Frog, HTML/CSS, JavaScript.
- **Certifications:** Google Digital Marketing & E-commerce Professional Certificate, SEMrush SEO Fundamentals.
- **Hobbies:** Skydiving, boxing, pádel, language learning.
- **Languages:** English (native), Spanish (DELE C1).