

Stephen Caple

Senior Digital Marketing Manager



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Totally immersed in the world of digital marketing with a passion to make a difference on a daily basis. Quick to draw upon my vast experience to meet challenges, always keen to share and develop ideas. I am motivated to coach and evangelise proven methods and techniques to my peers while also driving a spirit of innovation. I consider myself an asset to any team, whether leading from the front or embracing a supporting role.

Key Skills

- Digital Marketing – Search (SEO & PPC), eMail Marketing, Social Media Marketing, Content Marketing, Review Marketing & Analytics
- eCommerce – Technical, Content, UX & Marketing
- Naturally proactive, perceiving development opportunities
- Ability to present at director level
- Capability to work under pressure with strong organisational awareness
- Self-motivated with good communication skills
- Web skills – HTML, PHP, MySQL, Cpanel, Javascript, SQL
- Creative - Adobe Ps, Ai, Id, Pr

Key Applications and Systems

- HubSpot
- HootSuite
- SEMRush
- Paid Search – AdWord | Bing | Facebook Ads Manager | Twitter
- CMS – Joomla | Sitefinity | Ektron | Wordpress
- Blog – WordPress | Hubspot
- eCommerce - Magento | CScart | WooCommerce | Shopify
- Analytics – Google Analytics | WebTrends
- Email Marketing – HubSpot | DotMailer | Mail Chimp | Lyris | Silverpop | Communigator

EMPLOYMENT

June 2015 to Date - Apple Home Improvements

Senior Digital Marketing Manager

Created and implemented a digital marketing strategy integrating all digital marketing channels, with a key directive to develop and grow the business, meeting challenging targets in a very competitive industry.

Recruited and built a team to amplify results from all channels.

Managing new products and business development.

November 2005 to June 2015 – Appius International Ltd

Digital Marketing Consultant

Responsible for a team of Digital Marketing Managers delivering results for a varied client base via a full service agency web offering.

The role demands a broad and deep knowledge of all aspects of digital marketing, with the ability to develop strategies and processes in support of client requirements enabling the team to deliver an effective, best practice service.

JUNE 2002 to November 2005 – Latebreaks.com

Marketing Executive & IT Support

- Web Design and Web Administration
- e-Marketing (Digital Marketing)
- Windows 2000/XP user & network support
- Project Management

NOVEMBER 94 to JUNE 2002 – IBM

Final Position - e-Learning Content Manager (IBM Learning Services)

- Developing and maintaining processes
- Sales and marketing
- Overall responsibility of fulfilment
- Partner liaison
- Staff supervision, training and appraisals
- Public speaking countrywide

IBM Courses

- Introduction to the World Wide Web
- Introduction to HTML Authoring
- Intermediate HTML Authoring
- Advanced HTML Authoring
- Introduction to Java Script Programming
- Advanced Java Script Programming
- AIX Workshop and AIX Windows for Users
- DB2 SQL Workshop & Advanced SQL
- Introduction to OS/2 Warp V3 & the Workplace Shell
- Time Management

INTERESTS & ACTIVITIES

Sailing, angling, cycling, football, tennis and all things web. I am a qualified FA Level 2 football coach after many years volunteering at a local youth football club (Dexter Sports YFC). I am also a keen musician, playing guitar and writing songs whenever I find the time.