

Oliver Carding

Digital Marketing Manager

Personal Info

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Skills

Marketing team leadership

Strategy & Planning

Multi Channel Marketing

Product Marketing

SEO

Paid Media

Social media

Blockchain

With over a decade of experience as a digital marketer, I've honed my skills in crafting and executing multi-channel strategies that consistently deliver return on investment. My journey has led me to lead and mentor teams, overseeing campaigns across finance, energy, and technology sectors, with particular expertise in cryptocurrency and blockchain. As a seasoned professional, I bring a strategic mindset and a proven track record of driving results through effective leadership and collaboration.

Outside of work, my passion for technology and innovation led me to lead a groundbreaking project with an NBA basketball team. In 2019, I oversaw the development and production of a physical collectible, marking a historic milestone in the sports industry's adoption of blockchain technology. Documented here: <https://www.nba.com/kings/blog/sacramento-kings-partner-cryptokaiju-launch-first-physical-crypto-collectible-professional>, this project showcased my leadership and ability to drive successful ventures beyond traditional marketing. This hands-on experience enriches my skill set, demonstrating my capacity to lead and innovate in diverse environments.

Work History

2022-05

Digital Marketing Lead

- 2024-01

eBay, Manchester

I initially started as a contract employee in May 2022 and became a permanent member of staff in October 2022.

In this dynamic role, reporting directly to the Marketing Director, I led a team of 5 professionals. My responsibilities were dual-faceted, involving the development and execution of multi-channel strategies for the existing KnownOrigin marketplace and collaboration with product and design teams to craft robust go-to-market strategies for the launch of eBay's web3 products.

Key Responsibilities

Team Management: Directed a team of 5 digital marketers handling both organic and paid channels.

Marketplace Development/product marketing: Managed day-to-day operations of the marketplace development squad, concurrently serving as a product manager for planning and releasing products on the existing marketplace.

Strategic Insights: Established tracking standards and harnessed analytics tools to garner insights, optimising digital marketing campaign performance.

Strategy: Developed and implemented comprehensive digital marketing strategies, spanning social media, organic search, and paid channels, aimed at driving engagement and acquisition for both creators and collectors.

Brand Alignment: Collaborated with the brand team to ensure messaging aligned with target audience personas and market research.

Product Collaboration: Worked closely with the product team, orchestrating campaigns in sync with feature releases and updates.

My tenure involved not only the day-to-day management of teams but also strategic contributions that significantly impacted user acquisition, engagement, and retention, contributing to the overall success of KnownOrigin under eBay. My time at eBay ended due to mass redundancies in January 2024 which largely impacted marketing departments.

2019-01
- 2022-01

Multi-Channel Marketing Lead

Sagittarius Marketing, Leeds

Promoted to position in December 2019.

As multi-channel marketing lead, I was responsible for planning and delivering effective digital marketing strategies that delivered a return on investment across paid and organic channels including social media, SEO, and PPC.

I managed a team of 4 to deliver performance for clients including Baxi boilers, Small Luxury Hotels (SLH), and Liontrust asset management

Key Responsibilities

The day-to-day management of 3 members of the digital marketing team (Across disciplines).

The development and execution of integrated strategies across SEO, PPC, and content.

Conducting regular technical SEO audits and working closely with development teams to brief changes.

The development of internal processes and working frameworks to improve efficiency, ensuring best practice was adhered to, and improving the quality of accounts.

Producing and executing content and link-building strategies.

The setup and management of tracking and ensuring goals are measured via client-friendly dashboards - Due to Sagittarius not having an internal Analytics team I was solely responsible for setting up tracking for all marketing clients.

2019-01
- 2019-12

Senior Marketing Strategist

Sagittarius Marketing, Leeds

2016-07
- 2019-01

Digital Marketing Lead

Delineo, Manchester

After the previous PPC lead left the company, the organic and paid media departments were merged with me leading the department. Managing a team of 3, my responsibilities focused on the daily management of 10 accounts across paid media and organic search with clients including Aldermore, Cumberland Bank, Co-Operative Energy, and Morson Recruitment.

Key Responsibilities

The day-to-day management of 4 members of the digital marketing team (Across disciplines)

The development and execution of integrated strategies across SEO, PPC, and content.

Working with account management to deliver reports and pitches for new work.

Producing and executing content and link-building strategies.

The setup and management of tracking standards.

2011-04
- 2015-04

SEO Executive/ Senior SEO Executive

Sagittarius Marketing, Kent

Key Responsibilities:

Delivered medium to long-term digital marketing campaigns for clients across all digital marketing channels (Paid, organic, social)

Conducted competitor analysis and research for new business pitches

wrote digital marketing strategies for new and existing clients and set objectives based on measurable KPI's.

Liaised internally and with external stakeholders on projects.

Worked with developers & technical team on projects.

Delivered monthly reports, communicating with clients on the progress of objectives

2006-01
- 2010-01

Assistant E-Commerce Manager / Assistant Merchandiser

BAISEMARK LTD, Manchester

Baisemark Ltd is one of the largest leather importers and manufacturers in the United Kingdom, supplying leather jackets to UK high street such as Debenhams, River Island, Sainsbury's, John Lewis, and Harrods.

I joined the company at a time when they were trying to modernise the business and undertook a hybrid role where I worked as an assistant merchandiser, working on the designers at Debenhams brands while also aiding the business owners in the setup and marketing for their first direct to consumer website.

- Working with 3rd party agencies to aid the design of the new website.
- Overseeing SEO and PPC campaigns including asset and ad copy production
- Working alongside the offline marketing team to coordinate promotions and events.
- Managing logistics and warehousing for internet retail activities.
- Implementing and managing the eBay web store.
- Strategically building ranges for e-commerce sales distribution.
- Managed critical paths and liaised with buyers and designers.

Education

GCSE

Poynton High School

7(B) 3(C)

English Literature, Media Studies, Business Studies, ComputinA, – English
literature, Media, Business Studies