

introduction letter

Annie Veale – SEO Specialist, Web Developer & Digital Project Manager

I am a highly experienced digital marketer with over 15 years in web development and design, combined with advanced expertise in project management, SEO, and analytics. What sets me apart is my ability to decipher complex data, implement precise tracking for essential activities, and craft campaigns, landing pages, and lead generation strategies that deliver real, measurable business outcomes.

Having freelanced for many years, I bring a wealth of experience working across various sectors, including luxury, professional services, lifestyle, and e-commerce. Other sectors include organics, property and engineering as well as healthcare and technical. My approach is grounded in delivering results with efficiency and precision, making me exceptionally dependable even under extreme pressure and workloads. I pride myself on tangible and efficient deliverables, whilst also being a team player and strategic problem solver.



I excel in communication and transparency, ensuring clear reporting and tracking of work, and consistently provide 'always-on' updates. My toolkit includes a comprehensive range of platform subscriptions, project management tools, and an innate ability to pivot, manage crises, and identify budget gaps or inefficiencies swiftly. As a freelancer, I offer a seamless extension to your team, ensuring projects are executed with clarity, insight, and the highest standards. This experience is supported by extensive qualifications and Google skills badges, remaining relevant to the digital space through regular (CPD) qualifications. The most recent being Advanced Digital Marketing via the DMI.

The above experience is gained on a career that spans back to the early 2000s whereby I was very much involved in traditional marketing and advertising, team leading and project managing in agencies as well as working client side. Experience with PPC, elements of web and server management and reporting also extend back to this period. I have also had several years in the entrepreneurial space, creating, developing and pitching ideas and projects, championing the artisan, skilled craft, organic foods and other lifestyle businesses.

Experience Summary:

- **Web Development & Design:** 15 years
- **Project Management:** 5 years
- **Account Management:** 6 years
- **Mid-Management:** 5–6 years
- **Entrepreneurial/Start-up/New Projects:** 11 years
- **Marketing, SEO & Analytics:** 8–9 years

If you're looking for a partner who brings a vast skill set, exceptional communication, and the ability to deliver tangible growth, I'd be delighted to discuss how I can support your agency or team.

Kind regards,

Annie Veale

SEO Specialist & Digital Marketer

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Skills & Experience

Technical SEO Competencies

- **Technical Auditing & Analysis:** Conducting comprehensive audits, identifying crawlability, indexability, and site structure issues, and optimising site speed.
- **Server & Hosting Management:** Managing server environments, CDN integration, and DNS settings, with extensive experience working alongside in-house, remote, and offshore teams.
- **Mobile SEO & Responsiveness:** Implementing mobile-first indexing strategies, addressing mobile usability issues, and optimising responsive design.
- **Content & On-Page Optimisation:** Managing meta tags, header tags, internal linking, and incorporating keyword research into content.
- **Site Speed Optimisation:** Optimising images, scripts, using caching, lazy loading, and addressing Core Web Vitals.
- **Indexing & Crawling:** Managing crawl budget, optimising indexation, and handling canonicalisation/duplicate content issues.
- **Analytics & Reporting:** Advanced skills in GA4, GTM, setting up SEO KPIs, and using SEO tools like Screaming Frog, Ahrefs, and SEMrush.
- **Security & HTTPS Protocol:** Ensuring website security and resolving SSL-related issues.
- **Local & International SEO:** Managing local SEO (Google My Business, NAP consistency), and some experience of handling hreflang tags/multi-regional websites.
- **Competitor Analysis:** Conducting competitor audits to identify strengths/weaknesses.
- **SEO Compliance:** Staying updated with algorithm changes and Google Webmaster Guidelines.

Web Development Skills

- Specialised in WordPress design and development, with a focus on creating optimised user experiences.
- Extensive experience in landing page optimisation, CRO, and ensuring clear user journey/structure.
- Expertise in website structure and architecture, ensuring SEO-friendly designs and development practices. implementing structured data (Schema markup), and managing XML sitemaps/robots.txt.

Content, Digital Marketing & Project Management

- **Project Management:** Successfully managing projects from conception to completion, including website builds, SEO campaigns, and content marketing strategies.
- **Data & Analytics:** Advanced with data visualization and analysis tools like Tableau Data Studio, SEMrush, and Ahrefs.
- **CRM & Databases:** Experienced with CRM systems such as Sage, Salesforce, and Goldmine, including customization and programming.
- **Content:** Exceptional ability to ideate and make data driven decisions to shape engaging creative that resonates.

Design

- **Brand and Content:** Skilled with in the use of specialist tools such as the Adobe creative suite as well as managing teams of creatives or briefing in requirements to artworkers for campaign, content or brand guidelines. Equally adept at presenting meetings to help identify creative identities for product or brand.

Employment Summary

Employment Summary

Role	Company	Year	Responsibilities
Freelancer (Digital Project Manager & SEO Specialist)	Various Employers (Freelance)	2019–Present	Specialising in SEO, technical audits, web projects, GA4 migration, digital strategy, and DPM. (SEO Freelancer)
Freelancer (Marketing & Creative Projects)	Various Clients (Contract & Freelance)	2014–2019	Responsible for creative projects, project management, and general marketing management. Managing campaigns, website builds, branding, SEO and content strategy. (Marketing)
Marketing & Membership Consultant	Institute of Acoustics	2018	Digital marketing strategy, website development, content creation, social media, PPC campaigns.
Project Management Business Development Director	iQ Commerce Ltd.	2006–2014	Business development, branding, product reach, multi-project coordination, digital & print design. (About Me)
Business Development Manager	Rossett Hall Hotel (Best Western)	2006–2007	Sales, event management, web design, promotional campaigns, CRM system improvements.
Sales & Marketing Management	Manchester Business School - Uni of Wales	2005–2006	Sales, marketing, product development, internal communication strategies. Agency and budget management, elements of SEO and Design. (Graphic Design)
Special Projects Management	Conrad/Artavia	2001–2004	SEO, PPC campaigns, financial reporting, CRM, creative direction, project management.

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Education: Abbotsholme University of Northumbria
Fashion Design Studied Vocational & CIM Business, **Advanced Certificate in Sales**, Food Sciences. **Business Management & CPD Qualifications.** SAS Querying and Reporting. **GA Product Management** CIMSPA & REPS Nutrition and fitness **GOOGLE SKILLS BADGES** DMI Certificates

interests & info

- Passionate about staying ahead in the digital marketing landscape.
- Enjoys working on lifestyle and luxury brand projects, and takes a keen interest in travel, sport and outdoor activities.
- Design and creativity – architecture, renovations, contemporary design.
- Cheffing – nutritional qualifications and interest and experienced in food, wine and hospitality.
- Sport and personal training, with level III REPs and a collection of fitness qualifications I have delivered these services on occasion professionally also.
- Prior roles were also sales and marketing – and included managing blue chip client accounts and tech newcomers such as O2 as well as marketing management of a company providing charitable payment facilitation – Gift aid and Payroll Giving.