



ANTHONY LEWIS McGRATH

Digital Marketing
Director
Paid Advertising & Web
Development

Leeds, England
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CERTIFICATIONS

- **Google Ads Certified — 15 Years**
- Facebook Blueprint Certified
- GA4 & UA Analytics Certified
- Magento V1 & V2 Certified
- Zenos ICT / Cisco Academy

CORE SKILLS

- Paid Ads: Google, Meta, TikTok
- Google Shopping & PMax
- Facebook Blueprint Accredited
- SEO / Technical SEO / AEO
- CRO & Landing Page Optimisation
- GA4, GTM & CAPI Tracking
- Full Stack Dev: PHP, HTML5, CSS3, JS
- Shopify Plus & WooCommerce
- Figma UX / UI Design
- CRM: HubSpot, GoHighLevel, Salesforce
- Email: Klaviyo, Mailchimp, Bronto
- Managed 30 Google / 20 Meta accounts
- Budgets: £1k – £100k+/month

AI TOOLS 2026

- ChatGPT-4o
- Claude AI
- Midjourney
- Runway ML
- Adobe Firefly
- Sora / Pika Labs

PROFESSIONAL SUMMARY

Multi-faceted Digital Marketing Director with 20 years of experience and extensive Web Development, Complex Tracking & Ecommerce expertise. Based in Leeds, UK. Specialising in Performance Marketing strategies including SEO, PPC, Google Ads, Meta Ads, AI Marketing Integration, CRO, UX Optimisation, and Landing Page Optimisation across a large portfolio of Online Stores, Affiliates and Well-Known Brands. Over the past two decades I have worked directly with hundreds of online businesses — from ambitious ecommerce start-ups and scaling DTC brands to established national retailers and global organisations — helping each one grow revenue, reduce wasted spend and build sustainable digital performance.

I design, build and optimise high-converting landing pages end-to-end — from initial wireframe and UX structure through to full GA4 and Google Tag Manager implementation, including data layer setup, custom event tracking, CAPI and server-side pixel configuration. Every page I build is instrumented from day one so that performance is measurable, attributable and improvable.

I run structured A/B and multivariate testing programmes using tools including Optimizely, VWO and native platform experiments — systematically identifying conversion bottlenecks, testing hypotheses and compounding improvements across CTR, CVR, CPA and ROAS. This approach has consistently delivered double-digit conversion rate uplifts for clients across ecommerce, dental, events and lead generation.

I have worked in the Digital Marketing & Media industry since 2005 on hundreds of websites — offering a proven track record of devising out-of-the-box strategies that crystallise brands from obscurity, build start-up ventures, forge strategic partnerships, drive revenue, and grow profits in competitive markets.

Team builder and capable leader who inspires the trust of clients, C-Level executives, and key decision-makers across a wide range of industries.

WORK EXPERIENCE — 20 YEARS

Growth Performance Marketer / Digital Marketing Director **Dec 2006 – Present**

Ravens Agency | Freelance Consultant | Leeds, UK

Data-driven Digital Marketing Director working both remotely and integrated in-house across contracted and employed roles. Developed and optimised highly successful client-side SEO / PPC / Social Paid & Digital Strategies for hundreds of clients — improving CTR, CPA, Retention Rate, Conversion Rate, Revenue and LTV.

Key Achievements:

- **Wilson's Pet Food (Ecommerce):** Built & scaled Google Shopping and Meta campaigns for a premium UK pet food brand. Grew monthly revenue from £18k to **£94k/mo in 7 months**. Shopping ROAS of **720%**. CPA reduced 41% via feed optimisation & dynamic remarketing.
- **Whites Dental:** Architected full patient acquisition funnel across Google Ads, Meta & SEO. Generated **480 new patient enquiries in 90 days**. Achieved **3,100% ROAS** on implant campaigns. HubSpot CRM integration reduced no-show rate by 29%.
- **Sensu Dental / Leeds Dental Clinic:** Lead gen funnels, Google Ads & Meta campaigns generating **600+ implant & Invisalign enquiries/month**. Revenue attributed to paid channels grew from **£40k to £210k in 12 months**. GoHighLevel CRM automation boosted consultation bookings by 47%.
- **SunPath Solar:** Google Ads & landing page funnels for a residential solar installer. **340+ qualified leads/mo at £18 CPL**. CRO lifted conversion rate from 2.1% to **6.4%**, reducing bounce rate by 38%.
- **SolarSmart UK:** Full-funnel Google & Meta strategy for solar panel installation. Scaled ad spend from £2k to **£22k/mo**. Achieved blended **ROAS of 580%** & reduced cost-per-lead by 64% in 4 months. A/B tested landing pages lifted CR to 8.9%.
- **Hideout Festival / Lost & Found:** Multi-channel paid acquisition across Meta, Google & TikTok. Sold out 3 consecutive events. Drove **11,200 ticket sales in a 48hr window** via retargeting & lookalike audiences. CPT of £0.87 — 60% below industry benchmark.
- **Mesmerica 360 (US):** CAPI-based Facebook Ads driving **350–500% ROI** on ticket sales across multiple US states. Introduced Reddit & TikTok Ads. Huge uplift in pre-event ticket volume and average feedback rating.
- **MyCookieDough.com:** Increased daily revenue from £5,000 to **£17,000 in 3 months** via Google Shopping, remarketing & Meta campaigns.

PPC PLATFORMS

- Google Ads (Search, Shopping,
- Display, PMax, Demand Gen)
- Meta Ads / Advantage+
- TikTok Ads & TikTok Shopping
- Pinterest, Reddit, Snapchat
- Amazon PPC / eBay PPC
- AdRoll Retargeting

SEO & ANALYTICS TOOLS

- SEMrush, Ahrefs, Majestic
- Screaming Frog, Sitebulb, Lumar
- Surfer SEO, SearchPilot
- GA4, Google Search Console
- Looker Studio (Data Studio)
- Firebase & BigQuery

CRO & A/B TESTING

- Optimizely, VWO
- Microsoft Clarity, Hotjar
- Fullstory & CrazyEgg
- Unbounce, Instapage, Leadpages

CMS EXPERIENCE

- Shopify Plus, WooCommerce
- Magento V1 & V2, BigCommerce
- WordPress, Drupal, Contentful
- Wix, Ghost, PrestaShop

CRMS & PROJECT TOOLS

- Salesforce (Full Suite)
- HubSpot, GoHighLevel
- PipeDrive, Monday CRM
- Notion, ClickUp, Linear, Asana
- Slack, Teams, Trello, Basecamp

EDUCATION

- Google Ads Certified — All Modules
- Facebook Academy Blueprint 2024
- Zenos Cisco ICT Academy
- MCT / IC3 Certificate in ICT
- GCSE: Abbey Grange C of E
- Maths B · English B · Science A · IT A

- **Davina OYG:** Multi-funnel strategy using TikTok & Snapchat as mid-funnel touchpoints. Settled at **ROAS of 400%** (first sale) and LTV ~x4 per year after 6 months.
- **SocialInstinct (Dental):** Built leadgen funnels for dental clients achieving **ROAS of 2,500%** on Google Ads. Complex funnel nurture strategy drove exceptional conversion volumes.
- **Winston Solicitors:** Generated targeted leads worth **£1.6m over 6 months** via highly targeted Facebook & Google Ads campaigns.
- **ResultsMD.com:** Set up lead generation bringing the site **\$40,000/mo revenue** purely from paid acquisition.
- **Number1Plates.com:** Increased revenue by **120% in 12 months** via Google Shopping & remarketing.
- **SafeGuard ARMOR:** Revenue increased **160%** via PPC Shopping & link-building. Achieved #1 ranking for 'body armor' & 'bullet proof vest' in the US.
- **Becomedeftfree.co.uk:** Organised & implemented full rebrand and digital marketing launch. Deployed SEO content strategy increasing lead-gen revenue by **54% YoY** for theclaimsconnection.co.uk.
- **Bingo.com:** Increased Google US rankings for 'online bingo' — increased organic signups by **330%** in 2008.
- **PublicRecords.com:** Increased organic revenue **200%** in 6 months achieving #1 ranking for 'public records' in the US.
- **Kamicom (Finance):** Delivered profitable CPA across all finance accounts generating **£30,000/month** in leads.
- **Aesthetics Network:** Maintained multiple lead-gen campaigns on Facebook & Google Ads generating **250+ leads/mo** per domain.

Digital Marketing Director (B2C)

2008 – 2015

Safeguard Armour Ltd

Developed, implemented and optimised the entire digital marketing strategy both offline and online — PPC, SEO, SMO, CRO, User Journey & A/B testing campaigns as primary drivers of B2C revenue. Built and managed the full marketing team.

- Grew online B2C revenue from **£1.1m to £1.8m in year one**
- Doubled conversion rate in 3 years from **1.6% to 3.3%**
- **Achieved #1 UK & US rankings for 'body armor' and 'bullet proof vest'**
- Managed 6 integrated web teams as contracted digital marketing manager

Head of Digital Marketing

2009 – 2015

TicketArena Ltd (Now LYTE)

Developed, implemented and optimised in-house digital marketing strategies & brand activations for major festivals and events including Parklife, Lost & Found Festival, Croatia Rocks, Ibiza Rocks, Warehouse Project and Mint Warehouse.

- **Sold 10,000+ tickets in a single day (pre-launch)** for Lost & Found Festival via retargeting funnels
- Oversaw **27% YoY increase** in ticket sales on Ticket Arena 2013–2014
- Increased CTR & ECR on all ad copy by an average of **300%** on each chosen variant across Google Ads & Meta
- Improved CRO on 65+ internal white label event landing pages via technical SEO

Technical SEO Manager / Lead Link-Builder

2006 – 2007

VanguardSEO Agency

Worked during the .com boom helping iGaming & premium dating clients (Littlewoodspoker.co.uk, Bet365.co.uk, Prodate.co.uk) grow organically. Designed, developed and executed highly targeted SEO & link-building campaigns.

- **Achieved SEO #1 position in UK & US for 'Online Bingo' & 'Poker Online'**
- Full technical SEO audits across ~100 iGaming websites (affiliates & operators)
- Built viral marketing campaigns & highly effective link-bait strategies

OTHER NOTABLE BRANDS & CLIENTS

O2 · JET2 · Boohoo · FIFA · Southampton FC · COSTA · Screwfix · Debenhams · Liverpool Victoria · Parklife Festival · theracingemporium.com · asquarednutrition.com · Faceandco.co.uk · Salessource.io · Red Candy · Pure Luxuries · The Retreat Clinics ·

ABOUT ME

Philosophy enthusiast, world traveller & fishing adventurer. Football & gaming fan with a growing passion for fitness.

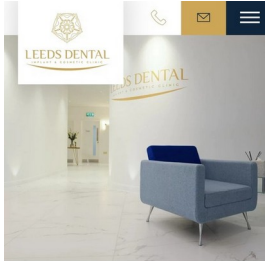
REFERENCES

References Available Upon Request

LANDING PAGES BUILT, OPTIMISED & MOBILE OPTIMISED

A selection of high-converting landing pages built, tracked and A/B tested for clients across dental, events, solar and property sectors. All pages are built mobile-first with full GA4, GTM and CAPI instrumentation, optimised for performance across all devices.

Leeds Dental
CR lifted 2.4% → 8.1%

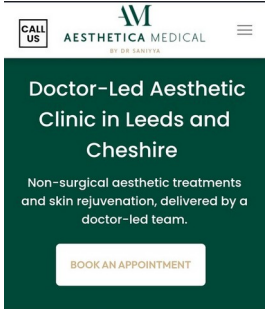


IT'S PERSONAL...

The UK centre of excellence for implant, restorative and cosmetic dentistry

ABOUT US

Aesthetica Medical
Bookings up 63%



Doctor-Led Aesthetic Clinic in Leeds and Cheshire

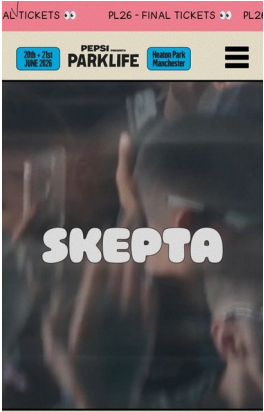
Non-surgical aesthetic treatments and skin rejuvenation, delivered by a doctor-led team.

BOOK AN APPOINTMENT

Leeds Clinic

Cheshire Clinic

Parklife Festival
CTR up 340%



ALTTICKETS

PL26 - FINAL TICKETS

PEPSI PARKLIFE

20th - 21st June 2025

Home Park

Book Now

Blossom Dental
CVR improved 4.1% → 9.7%



BLOSSOM family dental care

Little Vikings York For Kids Awards WINNER Best Health Care Provider 2025

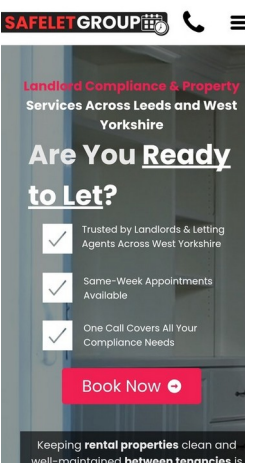
FRIENDLY & AFFORDABLE FAMILY DENTISTRY

CHILDRENS DENTISTRY

find out more

FAMILY-FRIENDLY DENTAL PRACTICE

SafeLet Group
Leads up 218% in 60 days



SAFELETGROUP

Landlord Compliance & Property Services Across Leeds and West Yorkshire

Are You Ready to Let?

- Trusted by Landlords & Letting Agents Across West Yorkshire
- Same-Week Appointments Available
- One Call Covers All Your Compliance Needs

Book Now

Keeping rental properties clean and well-maintained between tenancies is

Solara Solar
CPL reduced by 44%



SOLARA Sustainable Energy

Are you switched on yet?

Solar Panel Installers UK

- We Install Nationwide
- Bespoke Solar Panel Solutions
- We use only the Highest Efficiency Panels
- Lowest PV Solar Prices
- Prices start at £4,500
- Affordable Monthly Installments

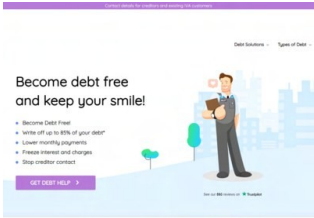
*Get a Free No Obligation Quote

GET A FREE QUOTE TODAY!

CHECK YOUR CREDIT OPTIONS

FEW WEBSITES I HAVE DEVELOPED

A sample of websites designed and coded over the years:

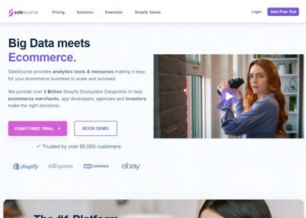


Become debt free and keep your smile!

- Become Debt Free
- Write off up to 95% of your debt
- Lower monthly payments
- Freeze interest and charges
- Stop creditor contact

GET DEBT HELP

becomedebtfree.co.uk



Big Data meets Ecommerce.

Discover how powerful analytics tools & measures make it easy for your business to make data-driven decisions.

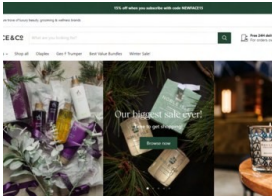
We provide over 1 Billion Unique Consumer Insights to help businesses understand their customers, their interests, opinions and behaviors make the right decisions.

Trusted by over 90,000 customers

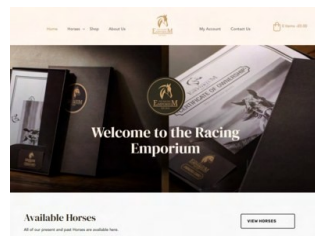
Shopify AllSpark eSight

The #1 Platform

salesource.com



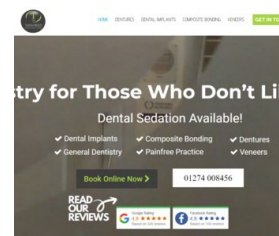
faceandco.co.uk



theracingemporium.com



asquarednutrition.com



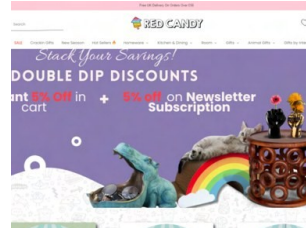
tayloreddentalcare.co.uk

FEW OTHER BRANDS I HAVE WORKED WITH

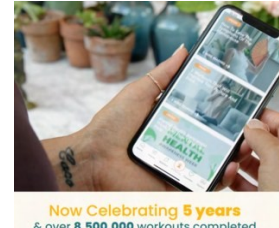
A selection of well-known brands and clients:



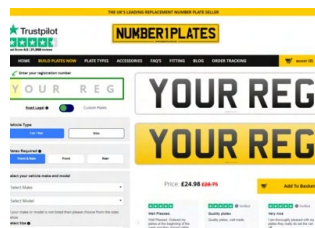
leedsdentalclinic.co.uk



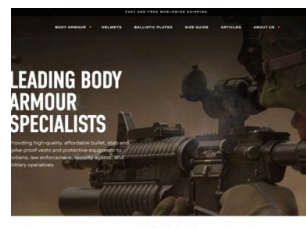
redcandy.co.uk



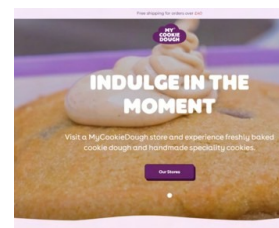
ownyourgoalsdavina.com



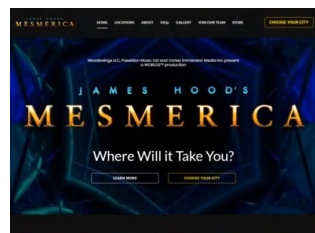
number1plates.com



safeguardclothing.com



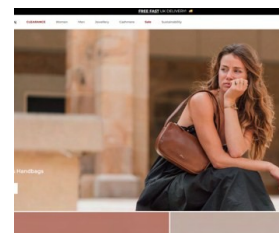
mycookie dough.com



tickets.mesmerica.com



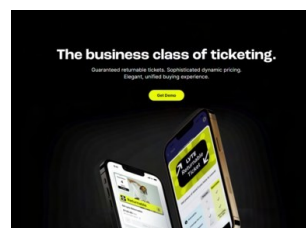
theretreatclinics.org.uk



pureluxuries.com



fifa.com



lyte.com



pandasfoundation.org.uk

Always open to full-time opportunities as well as Freelance Contracts and Fixed Term Contracts.