

LIBBY SARA DAY

Digital Consultant · SEO / GEO Strategist · Designer · Product & Design Engineer · Project Manager · Edinburgh, Scotland

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PROFESSIONAL SUMMARY

Innovative designer, digital consultant, and project manager with 25+ years of cross-disciplinary expertise spanning applied art, product design, design engineering, project management, digital strategy, SEO/GEO, web development, and branding. Based in Edinburgh, I bring a rare blend of creative, technical, and commercial depth, working transatlantically with enterprise brands, manufacturing firms, SMEs, arts organisations, and start-ups.

My career began in visual marketing and retail design, working with major brands in the UK and New York, before evolving through studio-based applied art, product design, and design engineering, into large-scale commercial project management and, ultimately, digital marketing and consultancy. This breadth gives me a genuinely multidisciplinary perspective that is rare in any single field, and an ability to communicate and collaborate across creative, technical, and commercial teams with equal confidence.

Now based full-time in Edinburgh, I work with clients across Scotland and the UK through Nuance Consultancy (Day Design + Digital Ltd), offering strategic consultancy, retainer, and project-based engagements. I now operate at the frontier of AI adoption, integrating agentic search, generative engine optimisation (GEO), automation, and AI-assisted workflows into every engagement. My philosophy is simple: AI is a powerful instrument, but it needs a skilled conductor, someone with deep design, marketing, and technical understanding to direct it with purpose and precision. I am also open to part-time and contract opportunities in digital marketing, project management, and academic roles where my breadth of experience across design, engineering, and digital can add genuine value.

CORE SKILLS & EXPERTISE

SEO / GEO Technical, On-Page, Generative Engine Optimisation	AI Integration Agentic workflows, Zapier automation, AI-assisted content & reporting	Web Development WordPress, Shopify, Duda, UX/UI, Security, Analytics
Digital Strategy GTM, fractional CMO, roadmaps, KPI frameworks	Content & Campaigns Content planning, copywriting, PPC, social strategy	Design & Engineering Branding, graphic, product design, design engineering, AutoCAD
Analytics GA4, GSC, SEMrush, Ahrefs, SimilarWeb, dashboards, performance benchmarking	Project Management Multi-stakeholder, commercial builds, budget management, contractor teams	Tools Adobe Suite, Figma, Miro, Asana, HubSpot, QuickBooks, Salesforce

EXPERIENCE

Founder & Director - Nuance Collaborative - Consultancy | Day Design + Digital Ltd / LLC | Edinburgh, UK & US
2018 - Present

Digital consultancy providing SEO/GEO strategy, web development, branding, and AI-integrated marketing for enterprise, B2B, SME, and arts sector clients.

- Lead all strategic and delivery work including technical SEO/GEO audits, web builds, content strategy, and campaign management for clients across the UK and US.
- Pioneering AI-integrated workflows, adopting agentic search, generative engine optimisation, and automation tools to deliver faster, smarter, and more scalable results for clients.
- Work as a trusted digital partner and fractional CMO for clients, overseeing strategy, multi-disciplinary contractor teams, and campaign execution end-to-end.

- Clients have included Liberty Tax, TGI Fridays US, SaaS companies, manufacturing enterprises, arts organisations, and numerous SMEs and start-ups.
- Doubled Nuance Collaborative's revenue year-on-year from 2018 with zero ad spend through organic growth and referral.
- Consistently deliver measurable outcomes: organic traffic increases of up to 3,500%, qualified lead growth of 800% across multiple client accounts.
- Prepare and present digital audits, quarterly benchmarking reports, and strategic roadmaps to boards, marketing teams, and stakeholders.

Digital Strategist & Platinum Campaign Manager - DEX.YP / Thryv HQ | Dallas, TX 2017 – 2018

- Managed an active portfolio of 60–150 client accounts with monthly marketing spends of £5K–£100K across SEM, SEO, social, and digital channels.
- Led live strategy sessions, presenting performance analysis, market opportunities, and campaign recommendations directly to clients.
- Built and optimised SEM campaigns in Kenshoo, Google Ads, and Bing; developed landing pages, ad copy, and digital assets to maximise lead generation and ROI.

Web Designer, SEO & Copywriter - DEX.YP / Thryv HQ | Dallas, TX 2018

- Consulted with new clients on website design, branding, and technical SEO strategy, from brief through to launch.
- Delivered UX/UI design, copywriting, analytics implementation, and accessibility compliance across a high volume of client websites.

Commercial Project Manager - Quiltcraft Industries | Dallas, TX 2015 – 2017

- Managed large-scale commercial manufacturing and fit-out projects including \$1M+ scope for major residential developments in Dallas.
- Oversaw design specifications, production schedules, budgets, and multi-disciplinary contractor teams.

Project Manager & Designer - The Trade Group LLC | Carrollton, TX 2014 – 2015

- Led design and project management for large-scale trade show exhibits and commercial builds, overseeing budgets, timelines, and design engineering teams.

Project Engineer – Designer - Marioff UK | Hi-Fog® | United Kingdom 2013

- Designed and engineered technical fire suppression system projects within complex commercial and infrastructure environments.

Principal Designer & Project Leader - Cultivating Creativity, Robert Gordon University | Scotland 2011 – 2012
Creative Scotland–funded research and education contract.

- Led a cross-disciplinary creative education programme at RGU, designing curriculum, materials, and delivery for a wide range of participants.
- Guest lectured to audiences of 400+ including students, design faculty, and industry specialists.

Senior Visual Marketing & Design Roles - Hugo Boss | Macy's 34th St. | French Connection | New York, USA 2002 – 2004

- Held senior visual merchandising and marketing design roles at iconic US retail brands including Macy's 34th Street (Corporate HQ), French Connection (East Coast), and Hugo Boss (Market Show).

Assistant Manager, Visual & Marketing Design - Esslemont & Macintosh | Scotland, UK 2000 – 2002

- Managed visual merchandising and in-store marketing design, overseeing displays, seasonal campaigns, and team coordination.

Assistant Manager, Visual Merchandising - Debenhams Plc | Scotland, UK 1998 – 2000

- Responsible for visual merchandising standards across the store, building foundational expertise in spatial design, retail display, and team leadership.

Applied Artist, Product Designer & Digital Media - libbysaraday.com 2008 - Present

- Ongoing parallel creative practice spanning jewellery, metalwork, product design, and mixed media, exhibited internationally.
- Work selected for the Saatchi Gallery, London ('Collect 2010') and numerous national and international exhibitions.

- Recognised by The Goldsmiths' Company of London, the Society of Designer Craftsmen, and Creative Scotland.
- Currently developing a new body of collaborative work for forthcoming exhibition, alongside migrating libbysaraday.com to an updated CMS with a limited-edition online shop.

CAREER HIGHLIGHTS

- **Increased organic search traffic by up to 3,500% and qualified leads by 800% across multiple client accounts using SEO, GEO, content strategy, and paid campaigns.**
- **Doubled Nuance Collaborative's annual revenue year-on-year from 2018 with zero ad spend.**
- **Project managed \$1M+ scope of work for the Katy Station project, currently the tallest residential tower in Dallas.**
- **Directed a \$300,000+ event and full showroom re-fit for J. Hilburn (luxury menswear) in collaboration with Gensler Architects.**
- **Awarded and presented work at Creative Scotland's premiere launch event at Waverley Gate, Edinburgh, to Scotland's leading arts and cultural figures.**
- **Selected to exhibit at the Saatchi Gallery of London ('Collect 2010') and numerous prestigious national and international exhibitions.**
- **Guest lectured at Robert Gordon University to an audience of 400+ students, design professionals, and faculty.**

EDUCATION & CERTIFICATIONS

B.A. (Hons) Design, 1st Class Gray's School of Art, Robert Gordon University, Scotland	2008
HND Visual Merchandising North East College, Scotland	1998
HNC Interior Design North East College, Scotland	

Professional Certifications

- Google Analytics (GA4) Certified
- Google Ads Certified
- SEMrush SEO Certified | SEMrush Agency Partner (2021–Present)

AWARDS & RECOGNITION

- Designer in Residence, Gray's School of Art, 2013
- Licentiate Award, Society of Designer Craftsmen, 2008–2013 | Brunton Hall, Musselburgh, Scotland
- Shortlisted, Interior Metalwork Designs, 2011
- Starter for Six, National Endowment for Science, Technology & the Arts (NESTA), 2009
- Makers Award, Scottish Arts Council, 2009
- Precious Metal Design Award, The Goldsmiths' Company of London, 2008
- BP Design Award, Gray's School of Art, 2008
- Silver Bullion Design Award, The Goldsmiths' Company of London, 2007

ASSOCIATIONS & VOLUNTEERING

- Women in Tech SEO, Member
- American Marketing Association, Member
- Scottish Arts Club Edinburgh, Member
- Applied Art Scotland, Member, 2026
- AMA Mentor for Business Start-Ups, 2021–2022
- Cultural Enterprise Office, Scotland, Mentor for Creative Business Start-Ups, 2010–2012
- Peacocks Visual Arts Studio & Gallery, Assistant, Printmaking, 1998

References available on request