

Queensland Australia.

## RICHARD JAMES COLIN WEYER

### PERSONAL DETAILS

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*Full names and Surname:* Richard James Colin Weyer

*Tel:* [REDACTED]

*E-mail:* [Richardjcw@gmail.com](mailto:Richardjcw@gmail.com)

*Key Skills:* Digital marketing strategic / operational / financial / promotional planning & hands on execution.  
Team leadership & management.  
Pay Per Click & impression based digital marketing channel expert (AdWords, Bing Ads, Facebook, LinkedIn, Rokt, Outbrain, Display Network, Specialised Display – Domain & Real Estate Display).  
Remarketing.  
Search engine optimization (SEO). Video SEO. SEO audits.  
Social media marketing.  
Online lead generation.  
Website & landing page development. Conversion optimisation.  
User experience (UX)  
Content management systems (CMS)  
Email marketing. Direct marketing.  
Online copywriting for conversion and persuasion.  
Digital account management.  
Analytics & Analysis

### EMPLOYMENT HISTORY

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#### Full Time:

**Company:** Ignite Travel (July 2015 – Current)  
**Title:** Digital Marketing Manager

**Company:** Blirt (November 31st 2014 – July 2015) Gold Coast Head Office.  
**Title:** Digital Media Director

#### Key Achievements / Highlights:

- Grew a digital media division from nothing to a highly profitable turnover of more than 150k within 6 months.
- Pitched and won the opportunity to deliver digital marketing services to Suzuki Qld from a large competitor agency. I brought cost per lead for Suzuki down by 66% whilst directly competing with another agency. Consequently I won Blirt the contract to provide all digital marketing and creative services to Suzuki Qld.

## Tasks and Responsibilities:

- I joined Blirt to take advantage of a great opportunity and work closer to home on the Gold Coast.
- After very quickly creating a highly profitable digital media division within the agency I was quickly promoted to Director Of Digital Media (one of 4 business directors including GM, MD and Client Services Director)
- Under my leadership the Digital Media Team was built to include a copy writer as well as 2 digital marketing specialists who work under my training and direction.
- As part of my duties I take a lead role on client digital marketing strategy with strong focus on digital media. Selection of the digital marketing channels, budgets and schedules to meet client business objectives. This often included face to face client meeting with clients in Melbourne, Brisbane and Sydney
- My role also included setup, optimization and maintenance of digital media channels including: Google AdWords, Display Advertising, Bing Advertising, Paid and organic Social Media, Search Engine Optimization audits and execution as well as other channels.
- On behalf of many well-known Australian clients I set up and ran a great many profitable digital media channels with large budgets across many industries including: Education, Professional Services & Property.
- As part of the digital media process we also implement marketing automation software to manage all customer touch points and provide a robust reporting and ROI framework.
- **Digital Services Delivered under my direction:** Website development, landing page development, search engine optimization services (including everything from content to press releases, SEO audits, social media paid and organic (Facebook, Twitter, Instagram, G+, Pinterest, YouTube, LinkedIn), Google AdWords, Google Display, Bing Advertising, Email, Real Estate display ads.
- I also have a key role in managing and coordinating studio resources (creative and development).

**Company:** Reprise Media (division of Universal McCann / Mediabrands)  
(September 1st 2014 – November 31st) Brisbane Office.

**Title:** Digital Account Manager (SEM: SEO + PPC)

## Tasks and Responsibilities:

- Accounts managed: 10 very well-known Australian Insurance, Governmental, legal, Educational Entertainment, Fitness and Ecommerce brands among others.
- Ensuring total client satisfaction with the entire media product provided.
- Working with cross-functional, multi-project team resources to ensure services are delivered on-time according to defined scope and timeline, while building positive professional relationships with clients and associates.
- Provide client and project team leadership, develop mid-senior level client relationships and be regarded by the client as a trusted advisor.

- Day-to-day client management and communication.
- Grow and upsell the clients in order to drive additional revenue.
- Understand clients business, industry and competitive landscape to provide strategic insight and delivery.
- Deliver effective workflow across the business in order to meet deadlines, manage workloads and ensure appropriate skill levels are engaged.
- Collaborate and organise internal teams to formulate strategies and uncover new opportunities for clients.
- Serve as internal champion for client initiatives.
- Ensure a positive and motivating work environment for the team.
- Foster and assist in training of Account Executives and Search Analysts as required.
- Reporting on account progress and monthly forecasts, to assist in the maximisation of profitability.
- Facilitate all client requests and communications to the appropriate team member to ensure client's voice and concerns are met.
- Oversee and manage search financials, timesheets, billings, POs and budgets.
- Engage key publishers to assist in growing clients business.
- Lift the profile of Reprise to the wider agency by presenting industry updates and communication sessions.
- Acquire a deep understanding of Clients website, internal challenges, capabilities, development plans and work with Clients to enhance their website/s offering.
- Management of WIPs, Contact Reports, and follow ups.
- Responsibility for ensuring the monthly, fortnightly or weekly reports are delivered to the client on time and with meaningful insights and recommendations.
- Monitor daily spend rate of clients (portfolio) and understand trends.

**Company:** Osiris Trading. (July 2008 – August 2014)  
**Title:** Head of Online Advertising - PPC

### **Key Achievements / Highlights:**

- Took over the online advertising team that was operating at a loss. Within 2 month I turned around the division to be highly profitable and ROI focused with a 1 month payback period. (industry average was 3 – 6 months ROI).
- Managing a monthly spend of over 100 000 Euro I grew new customer acquisition by 199% within 6 months.
- I personally conceptualized and set up new highly profitable opportunities using Facebook custom audiences when they were first launched as well as specialized Gmail acquisition.

Due to my success in this role I was asked to remain a consultant for the company and continued to work in this position while overseas. (June 2014 – August 2014)

### **Tasks and Responsibilities:**

- Primary Target Markets: United Kingdom, Ireland and Italy.

- Assume full responsibility for the online advertising team and its activities.
- Set the strategic direction for the team.
- Manage and mentor 2 direct reports within the team.
- Identify opportunities, conduct keyword research, design and roll out campaigns.
- Daily account monitoring, adjustment and optimization.
- Special offer development.
- Landing page optimisation design and brief.
- Tagging and tracking.
- Managing the MCC, Facebook accounts and all AdWords accounts.
- Manage relationships with our account managers at Google and Facebook.
- Ensure payback ratios (ROI) for the accounts are within targets, maintain CPA targets, manage account financials and payments, and manage reporting up the line for the team.
- Ads managed include mobile, desktop, tablet, mobile application ads, Gmail ads, Facebook marketplace and newsfeed ads.

**Previous Role within Osiris Trading:** Customer Life Cycle Marketing Manager:

#### **Key Achievements / Highlights:**

- Implemented a dormant customer reacquisition cycle utilizing multiple digital channels with complex escalated offers across over 20 countries in 11 languages on every continent. The record ROI and number of customers reacquired stood unbeaten and still stands unbeaten on last enquiry.
- At a young age my senior resigned. I was selected to lead a team of 9 regional marketing managers as caretaker until the new head of retention marketing could join the company.
- Personally interviewed recruited and trained 3 new successful regional marketing managers.

#### **Tasks and Responsibilities:**

Driving improved revenue, activity and customer retention, from all customers in my areas of responsibility. Monitor, identify, implement and measure initiatives and actions to maximize customer value within the customer life cycle team.

Manage large scale online marketing projects from conception to execution and follow up. This involved planning, budgeting and conceptualizing online and offline campaigns that will maximize client revenue, brief creative, copy and web development teams, oversee use of email marketing, in software advertising, website development, telephonic out-bounding campaigns, press releases, direct mail (post) advertising, and more. Manage direct reports and outsourced departments in the execution of campaigns. I achieved record company numbers during my time in this position in particular for customer re-acquisition numbers which still stand unbeaten at the time of writing.

During my time at Osiris Trading I have also researched, conceptualized, positioned and launched new online brands. I managed a television advertising campaign for the Netherlands region. I was selected as team leader for Dutch region in a dual role, leading a team of 8 across the business. Another highlight was being selected to lead a team of 9 regional marketing managers when the head of retention marketing resigned. I personally interviewed recruited and trained 3 new regional marketing managers. I was also responsible for the management and launch of the new online customer loyalty program as well as global promotions when I joined the company.

**Company:** Creative Memories. (Jan – July 2008)  
**Title:** Marketing Assistant:

### **Tasks and Responsibilities:**

Website upgrade, designing and distributing promotional materials, report writing, maintaining company records, event planning and coordination (expos, conferences, incentive trips, etc), competitor research, media analysis, sales strategy planning, technical support for software, photographer, design and distribution of sales and marketing materials (consultant magazine, newsletter, catalogues, price lists, order forms, banners were designed by me in Adobe InDesign Cs3) maintain product library, develop and initiate electronic communications to the sales field.

### **Part Time:**

**Company:** University of Johannesburg. (2007)  
**Responsibilities:** Marking undergraduate student exams.

**Company:** Milpark Business School. (2006)  
**Responsibilities:** Student recruitment and consulting, competitor analysis, website upgrade, researching the Post Office educational needs and assist with 2006 advertising campaign.

## **EDUCATION**

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### **Tertiary:**

*Institution:* University of Johannesburg (2007)  
*Degree obtained:* Bachelor of Commerce Honours Marketing Management (Post Graduate Degree) Cum Laude.

*Institution:* Midrand Graduate Institute. (2006)  
*Degree obtained:* Bachelor of Commerce (Marketing Management) Cum Laude.

*Institution:* Damelin education group. (2003)  
*Qualification:* Certificate in business management and computing.

*Institution:* University of Stellenbosch Business School. (2012)

*Qualification:* Certificate in Digital Marketing.  
*Institution:* Quirk Education. (2013)  
*Qualification:* Certificate in Advanced Digital Paid Media.  
*Institution:* Australian Institute of Learning. (2015)  
*Qualification:* Cert 3 Small Business Management  
*Institution:* Australian Institute of Learning. (2015)  
*Qualification:* Cert 4 Small Business Management  
*Institution:* Google. (2016)  
*Qualification:* AdWords Advanced Certified Professional

### **School:**

*Institution:* Veritas College High School (private school education)  
*Duration:* All of Junior and High School – Graduated 2002  
*Final Subjects:* English, Mathematics, Business Economics, Biology, Geography, History.

### **Additional Training:**

*Institution:* Harvard Business (2013)  
*Qualification:* Harvard Manage Mentor Certificate  
Modules: Coaching, Negotiating, Delegating, Strategic thinking, Stress Management, Leading and Motivating, Difficult Interactions, Presentation Skills, Managing Upward, Finance Essentials, Meeting Management, Retaining Employees, Strategy Execution, New Manager transitions.  
*Institution:* Dexford computer training (2010)  
*Qualification:* HTML BASIC and ADVANCED  
*Institution:* Front Foot (2008)  
*Qualification:* Advanced MS EXEL Pivot Tables  
*Institution:* Knowledge Network. (2001)  
*Qualification:* Diploma in IT and End User Computing.  
*Institution:* St John Ambulance (2007)  
*Qualification:* First aid level 1.

### **Past Business Interests:**

**Company:** Weyer Online Marketing (Pty) Ltd  
**Reg Number:** [REDACTED]

**Personal Status:** Owner and Managing Director.  
**Industry:** Online Marketing Services.

Weyer Online Marketing provided website development, web hosting, social media marketing, Pay Per Click Advertising, Search Engine Optimization, Web Analytics services and reporting.

This business still operates 100% autonomously with retainers for web hosting services.

**Highlight:** One of my personally developed and owned websites was sold on 5 March 2013 for AUD [REDACTED] to Australian Citizen Errol Goldschmidt Managing Member of Astro Automation CC.

## **PROFESSIONAL ACHIEVEMENTS / MEMBERSHIPS**

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- **Quirk:** Quirk Certified Digital Marketer - 94% Average  
Advanced Digital Paid media - 90% Average
- **Golden Key:** International Honour Society - membership No 5072701
- **Business Awards:** Most valuable newcomer award (Osiris Trading - 2008)  
Performance Plus award (Osiris Trading - 2009)  
Overall performer rating (Osiris Trading – 2012)  
Biggest Learner Award (Osiris Trading – 2013)  
Adaptability Award (Osiris Trading – 2013)
- **BCom Honours:** (UJ) 7 distinctions. Cum Laude. Golden Key invitation.
- **BCom Marketing:** (MGI) Graduated Cum Laude with an average of 91%.  
Top BCom Marketing award. Top Midrand Graduate Institute student 2006 award. Several merit awards. Economics award. Certificate of excellence.
- **Certificate:** (Damelin) Average of 84%. 11 distinctions.
- **High School:** Passed with distinction and academic scroll.  
Independent examination board qualification (Private School).  
Full exemption for degree studies at university.
- **Monash:** Invited to guest lecture for Marketing Degree Student on Trends in the digital marketing industry - early 2014.

## **COMPUTER SKILLS (both apple and windows user)**

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- **HTML** - Dexford computer school 2011 HTML 4 and Self trained / CBT HTML 5)
- **Google Analytics & Tag Manager** - Advanced (daily user)
- **Google AdWords** - Quirk advanced digital paid media certificate.
- **Sql Server** - Self trained (basic daily user)

- **AdWords Editor & Facebook Power Editor** - Advanced
- **Content Management Systems** - Wordpress | Squarespace | Joomla
- **Marketing Automation Software** - Salesforce / Pardot / Kenshoo / Adobe Adlens
- **SEO** - advanced user of multiple online tools including SEO Moz, SEM Rush & more.
- **Advanced MS Excel Pivot tables** - Front Foot 08.
- **Adobe Indesign CS3 Advanced** - Morning Star Design 07.
- **Microsoft Excel advanced** - Damelin and University of Johannesburg 07
- **SPSS 13 Statistical analysis** - University of Johannesburg 07
- **Microsoft** – PowerPoint (also efficient in Apple Keynote), Word, Excel.
- **Adobe Photoshop and Dreamweaver** - CBT courses
- **Email Management** – Campaign Monitor

## PROFESSIONAL STRENGTHS

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- Excellent Project management and organisation skills.
- Marketing data analysis, reporting and recommendations.
- Applying analysis and learning's into concrete business improvements and actions.
- Interpersonal skills / attaining objectives through teamwork and leadership process.
- High computer literacy and experience.
- Strong Leadership Skills with strong focus on Leadership over management.

## PERSONAL STRENGTHS

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- Absolute dedication and focus on responsibilities.
- Ability to build rapport with individuals from all backgrounds.
- Attention to detail.
- Highly achievement and goal oriented.

## REFERENCES

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Current – Please do not contact unless prior consent provided.

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Past – Anyone below may be contacted.

- **Staurt Leo** (Blirt – Managing Director)  
[REDACTED]
- **Jake Falkinder** (UM / Reprise Media – Digital Services Director)  
[REDACTED]
- **Werner DeBruin** (Osiris Trading – Head of Search Marketing)  
[REDACTED]



- **Jack Noble** (Creative Memories – Managing Director)  
[REDACTED]
- **Yolande Busse** (Creative Memories – Marketing Manager)  
Now living in Texas – USA [REDACTED]
- **Vanessa Maritz** (Monash – Lecturer)  
[REDACTED]
- **Errol B Goldshmidt** (Astro Automation)  
[REDACTED]

*Further references / Digital Portfolio / written references and all documentation for this CV  
available on request*

*Any queries with references or CV please feel free to contact Richard W*

[REDACTED] / [richardjcw@gmail.com](mailto:richardjcw@gmail.com)

Thank you for your consideration.