

Rui Forrester Zamith

Objective: I plan to pursue a career in web marketing/strategy, SEO and social media.

Work Status: Employed with PokerStars; Web Consultant (self-employed).

Relevant skills

Affiliate Networks, Adsense, Google Analytics, Omniture, Pmetrics, Market Samurai, Webmasters tools, Email marketing (EmailVision, DreamMail, several in-house platforms), SEO, Social Media, PPC, Keyword Analysis. Windows XP and Vista, Mac OS X, Microsoft Word, Powerpoint, Excel, Adobe Photoshop CS3, Dreamweaver, Corel Draw 12, CMS development (WordPress, PHP scripts).

Experience

Current	Mar 2009 PokerStars	London
	Player Communication Manager	
	<ul style="list-style-type: none">• Reports to the regional director and country managers;• Responsible for the planning and execution of all communication to the existing player base in the Spanish and Portuguese markets. Strong focus on email marketing and software messaging channels;• Development of a plan to action towards improving the conversion rates and tournament/promotion participation.• Worked with central team in order to improve email marketing practices, increase deliverability and improve player's experience in general;• Web analytics – in charge of analysing all the web traffic, detect trends and player behaviours. Worked together with the social media central team;• Reporting and number analysis - responsible for gathering the key business indicators for the Iberian markets.• Strongly involved in the planning/execution of the new Spanish Gaming License (.es).	
	Dec 2007 Self-Employed	Porto, London
	Web Consultant / Strategist	
	<ul style="list-style-type: none">• Web consultant, with online portfolio at www.rfzamith.com;• Proficient with CMS manipulation, development and optimization – with special focus on Wordpress;• Record of successful SEO optimization (link building, titles and meta-tags, keyword research, sitemaps, content management/optimization, social media and PPC). Good understanding of SEO best practices;• Develops an action plan for new online projects. Conducts analysis in order to identify new opportunities and recommend changes to improve conversion, customer retention and profitability;• Experienced with the recruitment industry. Strong focus on organic (free) traffic acquisition, such as social media, search engines and job aggregators. Founded several job boards, including www.internwise.co.uk, a job website for graduates and students.• Monitors performance based on online KPI's from different sources, reporting on the impact of any degradation/improvements.• Experience of web analytics solutions (eg. Google Analytics; Google Trends, Pmetrics, Market Samurai);• Management of email marketing campaigns. Monitors campaigns in order to optimize deliverability and open rates.• Comfortable creating and managing PPC campaigns for small businesses (Adwords, Facebook);• Responsible for leveraging the social media channels and bring organic traffic that converts.	
Past	Feb 2009 – Mar 2011 BetClic, Ltd.	London
	Web Content Manager	
	<ul style="list-style-type: none">• Responsible for the Portuguese marketing retention and loyalty strategy and operations;• Active collaboration with the Portuguese client acquisition team, based in Lisbon, Portugal;• Responsible for all the content strategy (website/email communication);• Managing and structuring the workflow of a team of 3 elements. Daily tasks including the translation of website captions, newsletter editing / preparation for deployment, and editorial content update (articles, news, blogs);• Reporting and number analysis - responsible for gathering the key business indicators for the Portuguese market. Attendance of regular meetings with the administration panel;	

- Lead on the market's SEO actions - optimization of the company's blogs and doorways. Web 2.0 orientation, management of editorial content, detailed approach to keyword analysis, search engines and social networking. Optimization from scratch of all blogs, developed in Wordpress;
- Daily use of email marketing tools (EmailVision and Epsilon). Responsible for the planning of all the email operations throughout the market (according to the different membership types, products and segments);
- Assessment of the quality of the Customer Service (2 to 4 people).

Feb 2008 – Feb 2009 WebDMUK, Ltd. London

Internet Marketer (Sponsored by the Leonardo da Vinci Programme) / Country Manager

- Websites: EasyRoommate (flatshare industry) and VivaStreet (classifieds directory).
- Reporting and KPI analysis - responsible for grouping and monitoring the key business indicators for all markets. Daily manipulation of tools such as Google Analytics, MS Excel and several payment aggregators.
- Design and optimization of a blog for the UK market.
- Use of social networks to promote and advertise the website the blog.
- Assigned for EasyRoommate Portugal and Brazil: worked under a specific budget, dealt with affiliate networks and got valuable partnerships and content integrations. Managed all the CPC/CPA campaigns. Huge focus on SEO: achieved a continuous improvement on the percentage of organic leads.
- Competitor analysis, keyword research tools and best practices. Monthly business meetings, market review presentation and future commitments.

May – Dec 2007 myPartner Porto

Junior Navision Consultant

- Ms Dynamics Navision certified training sessions.
- Consultancy project: part of a 5-element team, collecting the main requirements on a new software consulting project (MS Navision). Covered the following topics: project management, sales and marketing, warehouse management.
- Research on "Financial Consolidation", for the development of a new Navision add-on on the Accountancy module.

Education

2001 – 2007 Portucalense University Infante D. Henrique Porto

- Information Systems Management

Business, Economics, Accounting, Project Management, Statistics, Mathematical Studies
VB.net, JAVA, Unix, SQL Server, HTML, PHP, CSS.

1995 – 2001 Garcia de Orta Secondary School Porto

- Six years of secondary education, Economics as Pre-vocational Area

Other skills

Languages:

- Portuguese (native)
- English (fluent) / Spanish (good level)

Driver's License:

- Since April 2002 (issued in Portugal)

Other interests and certifications:

- Founder of a sports portal and author in several other Portuguese websites;
- Photography passionate, music and (port) wine lover.
- Adobe Photoshop / Dreamweaver - Advanced Training Certificate @ Academy Class, Waterloo, London (Oct 09)
- Microsoft Excel – Advanced Level 1 and 2 @ Pass UK, Chalk Farm, London (Apr 10)
- Several gatherings and conferences in topics such as online marketing, email marketing, SEO, entrepreneurship, e-commerce, business and advertising.