

NATHAN HEYES

Head of Digital

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🏠 Widnes, WA8 9LG

CORE SKILLS

- Digital Marketing Strategies
- PPC (Meta / Google / TikTok)
- Landing Page Design (UX/UI)
- Conversion-Rate Optimisation
- Branding & Visual Identity
- SEO & AEO Marketing
- Market Research & Analysis
- Campaign Audit & Optimisation
- User Journey Funnels
- Client Reporting & Insights

SOFT SKILLS

- Strategic Thinking
- Creative Problem Solving
- Tech & Business Savvy
- Data-Driven Decisions
- Department Collaboration
- Innovative Approach

TOOLS

- Google Analytics
- Microsoft Clarity
- SEMRush
- Adobe Suite (PS, AI, AE, XD, ID)
- Canva
- CMS (WordPress, Shopify)

WORK EXPERIENCE

Mosaic Digital Media

October 2016 - Current

My key responsibilities include:

- Running PPC campaigns on Meta, TikTok & Google.
- Wireframing websites to align user flow with business goals.
- Planning & launching multi-channel marketing campaigns.
- Managing brands, creating business strategies and reporting results.
- Editing & producing creative assets for marketing.
- Setting, monitoring and hitting client and internal KPIs.

My key career achievements:

- Mentored under Roland Hanson, former Microsoft Windows Creative Director.
- Worked with Salford Red Devils, helping achieve a digital IMG grading of 1.45/1.5.
- Slashed CPL by 50% on £5k/mo campaign within in 3 months.
- Achieved a 95%+ client satisfaction rate YoY for return on marketing investments.

EDUCATION

Currently studying at the OU for a BA in Design & Innovation, specialising in business. (2025 - 31)

Completed a Lvl 3 apprenticeship in Website Design. (2016 - 17)