

BECKY GEORGE (MCIM, CMktr)
DIGITAL MARKETING CONSULTANT & PRACTITIONER



A digital marketer with over 25 years' marketing experience who provides a down-to-earth insight into all aspects of digital marketing. I'm a strategic thinker, inquisitive and results-driven but I'm also a natural communicator and relationship builder who's very comfortable collaborating with internal teams and external third parties to achieve objectives.

SERVICES PROVIDED

Advice, guidance and practical hands-on help around:

- **DIGITAL MARKETING STRATEGY** - Develop & implement strategies for martech integrations and utilise customer data for increased revenue creation
- **MARTECH STACK INTEGRATIONS** - Project manage the integration of martech systems including HubSpot, Zoho, dotdigital, Microsoft Dynamics, Google Analytics, Google Tag Manager, Google Search Console and PPC channels etc. to ensure first party data flows between systems
- **EMAIL MARKETING** - Develop & implement email marketing automations in line with best industry practices. Campaign management, email build and copywriting, best practice optimisation and performance analysis are all provided. Dotdigital certified.
- **WEBSITE & SEO** - Project manage website implementations; SEO audit & optimisation; Google Analytics 4 (GA4) implementation & optimisation; Google Tag Manager set-up & management
- **GOOGLE CONSENT MODE V2** - Consent mode implementations and ongoing management via Cookiebot
- **DISPLAY AND PPC ADVERTISING** - PPC (Google, Bing, Facebook, X, LinkedIn, Instagram, YouTube and more) and display strategy development and implementation, including performance and ROI analysis
- **CRM & DATA MANAGEMENT** - Develop & implement plans to make the most of your customer data, including understanding your data protection duties. Systems worked with include HubSpot and MS Dynamics
- **DATA PROTECTION** - Data protection compliance audits, data cleansing, policy development and consent management inline with Google Consent Mode V2
- And more...

Becky George, Digital Marketing Consultant

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TESTIMONIALS

"Becky took the time to understand what Learning People's issues were around time-heavy email production; poor data accuracy; and a lack of understanding about the capabilities and functionality of HubSpot.

She worked with both the Marketing & Operations teams and HubSpot to create a seamless integration between the platform and the organisation's two Zoho CRM accounts, ensuring the marketing team had the data they needed, at the point they needed it.

The strategic impact of Becky's work is that our marketing emails are more effective at lead generation and that we are confident in the accuracy and cleanliness of our customer data."

Jacqui Nelson
Marketing Director, Learning People

"I have worked with Becky for two years as she contracts for us at Learning People. I can't recommend her highly enough. She has a wealth of experience in email and CRM marketing. Becky transformed our internal processes using workflows and optimised our data effectively to increase lead volume and improve our email sending reputation. Reliable and skilled contractors / freelancers are so difficult to find and we're very fortunate to have found Becky."

Jonno Cox, Head of Marketing, Learning People

"Becky has assisted in the strategic direction of our digital marketing platform for more than four years and is an expert digital marketer. I am very happy to recommend her."

Daniel Rowles
Founder, Target Internet

"Becky has supported us with digital marketing for a variety of clients. Skylarx was a tech start-up brand which we were helping to establish. As a team, we did a lot of work at a strategic level to understand where we wanted to position the brand and what our target markets were motivated by. Becky helped to identify these groups and plan how to reach them online. We implemented an integrated campaign and created different types of content. Becky advised us on the best placements, channels and formats and structured the digital side of things, including the budget. Becky reported back regularly on KPIs and came to every meeting with recommendations to maximise ROI. Becky directly contributed to the strategic decisions that were made within the launch stages of the project."

Cheryl Salmon
Accounting Director and Co-owner, Mindworks Marketing

"Three things underline success at DBA Speakers: excellent people, integrity and trust. I've known Becky Reid for many years. We trust her to advise, create and implement our website strategy. Simple as that."

Diana Boulter
Managing Director, DBA Speakers