

# Emma North

**Digital Marketing Executive at Koozai**

Southampton, Hampshire, GB

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## Biography

I am an experienced digital marketing professional with a passion for SEO, PPC and social media. I have worked as a Digital Marketing Executive since 2012 at Koozai, a leading Digital Marketing Agency based in Southampton, UK. My primary focus over the last two years has been in backlink analysis and manual penalty recovery. I have worked on numerous manual ranking penalty cases and have successfully overturned each manual penalty I have worked on. I am also proud to have achieved great successes in a number of long-term SEO projects for a wide range of world-wide brands.

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## Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

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## Industry Expertise

IT Services/Consulting, Advertising/Marketing, Internet

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## Areas of Expertise

SEO, Backlink Analysis, Link Building, PPC, Social Media, Google Search, Online Marketing

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## Affiliations

Koozai, Digital Females

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## Sample Talks

### Local SEO Talk at On The Edge: Marketing within the Leisure Sector

I gave a 30 minute talk on Local SEO and the impact of Google Pigeon at On The Edge's Marketing within the Leisure Sector event in May 2015. The talk was followed by round-table discussions about local SEO and how the businesses present felt they were utilising the channel. Details of my talk and the slides from the day can be found on our blog: <http://www.koozai.com/blog/search-marketing/local-search/how-to-catch-a-pigeon-on-the-edge-leisure-2015/> Feedback included: "Excellent presentation; could have been complicated but wasn't drilled down either. Perfectly pitched." "Packed Full of tips that got me thinking" "Loads of takeaways"

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## Event Appearances

## **Education**

**Noadswood School**  
GCSE's x15 A\*-B Grades

**Oxford College of Marketing**  
Professional Certificate in Marketing (PCIM) Marketing

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## **Accomplishments**

### **Google AdWords Certified Partner**

Became a Google AdWords Certified individual in March 2013. Google Partner certification maintained with annual tests.

### **Google Analytics Certified Partner**

Became a Google Analytics Certified Individual in April 2015, which will be kept up with regular retests and daily implementation of advanced Google Analytics techniques.

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## **Testimonials**

### **Lisette Norman**

Emma is maybe a young marketer in terms of years of experience but is bright talents, her thirst for knowledge and passion for marketing is both infectious and fulfilling for a manager.

### **Dave Moss**

Emma designed and implemented an in-house staff employee engagement survey from scratch in quick time, then stuck with numerous changes, which allowed me, as an external consultant, to return high quality information to the company's management team.

### **Hilary Fielder**

Emma was a very competent colleague of mine, and although my position was senior to her, I was happy for her to cover my job role when required and had full faith in her ability to do the job. She was very accurate, with a bright and mature attitude towards work, very helpful and very capable of anything she was asked to do. She worked quickly and accurately, learnt new skills easily and was happy to take direction or to work using her own initiative. She was thought of as one of the most competent in her team. A real team player, and a pleasure to work with

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