

# Gareth Cartman

**Director of Digital Marketing at Clever Little Design**

Reading, United Kingdom, , GB

Director of Digital Marketing

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## Biography

Director of Digital Marketing at Clever Little Design. My background is in search marketing and publishing, having spent ten years in France developing an online magazine and working in software publishing. At Clever Little Design, I manage the digital team, creating online strategies for our clients in search marketing, social media and content marketing. I'm a passionate advocate for improved User Experience as a means to improving traffic & conversions.

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## Availability

Keynote, Panelist, Workshop, Author Appearance, Corporate Training

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## Industry Expertise

Business Services, Human Resources, Media - Online

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## Areas of Expertise

SEO, Content Marketing, SEM

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## Affiliations

Institute of Direct Marketing

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## Sample Talks

### When People Outrank Websites

A talk I gave to On The Edge Digital in Birmingham in 2012 on Google's plans for Authorship:  
<http://prezi.com/8okhjxc4y7jl/when-people-outrank-websites/>

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## Education

### Institute of Direct Marketing

Diploma in Direct and Interactive Marketing Marketing

### University of Leicester

BA French / Italian (Hons) Modern Languages

**Sorbonne Paris III**  
French Modern Languages

**University of Leicester**  
BA (French & Italian) Modern Languages

**Institute of Direct Marketing (IDM)**  
Diploma in Direct & Interactive Marketing Digital & Direct Marketing

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## **Testimonials**

### **Rob Thomas**

Gareth spoke at the UKMN Digital Conference in Birmingham on the subject of the very latest impact of author rank for prominence on the search engines. I found his style engaging and very informative - I learned a lot. I would be happy to hear him speak on SEO and related topics again and would recommend other business owners seeking to improve their personal and business profile via the search engines to do the same.

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