DOMINIC
DUNKLEY

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An enthusiastic, hardworking professional who strives to achieve the best in all areas, and I am always eager to learn new skills and advance my career.

I have completed multiple Google digital marketing courses, and I am keen to build upon my knowledge and continue to learn within this sector. As a self-motivated individual, with a passion for continuous learning.

EXPERIENCE

Dunkley Digital **–** www.dunkleydigital.com

Digital Marketing Consultant | Cambridge, Cambridgeshire

2023 – 2024

Dunkley Digital, founded by Dominic Dunkley in 2024, is a digital marketing agency dedicated to empowering businesses worldwide to elevate their brands online and boost sales. The agency offers a comprehensive suite of services, including web design and development, search engine optimization (SEO), content creation, pay per click (PPC) advertising, and social media management, with a commitment to helping clients maximize their digital presence, Dunkley Digital aims to deliver tailored, high impact strategies that drive measurable results.

A strong online presence begins with a robust website, serving as the digital storefront for any business. Just as a physical storefront invites customers in, a well-designed website is the foundation upon which all other digital efforts are built. It reflects the brand's identity, values, and professionalism while offering visitors a seamless and engaging experience.

At Dunkley Digital, I believe that a high-quality website is more than just an attractive design, it's about functionality, speed, and adaptability. By prioritizing user experience (UX) and mobile responsiveness, I ensure that the website not only looks great but also operates as a powerful tool for capturing leads, providing information, and facilitating sales.

This strong foundation allows businesses to scale their online efforts more effectively, integrating SEO, content marketing, and advertising strategies with confidence and consistency.

SKILLS

- Attention to Detail
- Time Management
- Business Acumen
- Good Communicator at all Levels
- Well Organized and Disciplined
- Willingness to Learn
- Technology Enthusiast

- Reliable and Hard Working
- Good Experience in Customer Relations
- Competency with Microsoft 365 Applications
- Computer Literacy
- Problem Solving
- Leadership Qualities
- Motivated and Driven Individual

EDUCATION

YOAST WEBINAR 1 – HOW TO START WITH SEO?

Yoast SEO Training – Online Webinar Learning (60 mins) Webinar by Michael Quaranta & Tyler Nguyen

November 2024

How to do keyword research? How to optimize content? How to improve the structure of your website? How to make your site visible to search engines?

SEMRUSH WEBINAR 2 – BACKLINK STRATEGIES TO BOOST YOUR ONLINE PRESENCE

Semrush Training – Online Webinar Learning (45 mins) Webinar by Rosamaria Amato & Miklos Szabo

October 2024

Join Semrush CSMs, Rosamaria Amato and Miklos Szabo, to uncover the secrets of successful backlink strategies, all powered by Semrush's powerful toolkit. Discover how to enhance your website's authority and search engine ranking to boost your website's visibility. Don't miss this chance to master backlinks!

SEMRUSH WEBINAR 1 – TECHNICAL & ON-PAGE SEO: ACCELERATE YOUR ONLINE PRESENCE

Semrush Training – Online Webinar Learning (44 mins) Webinar by Rosamaria Amato & Miklos Szabo

October 2024

Join Semrush CSMs, Rosamaria Amato and Miklos Szabo, as we define Technical and On-Page SEO and the importance of these areas within your SEO strategy. In this webinar, we'll walk through some of Semrush's core tools to help you audit your site's technical presence and ensure any technical issues are accounted for. We'll also look at On-Page SEO recommendations for your existent pages, such as updating meta descriptions, title tags, and more, while outlining how to track your results and performance in the software as updates are made.

SEMRUSH ACADEMY COURSE 1 – SEMRUSH SEO CRASH COURSE WITH BRIAN DEAN

Semrush Academy – Online Remote Learning (5 Modules)

June 2024

- Intro to SEO, learning the basics of SEO, including how search engines work and the key ranking factors that Google uses to rank websites.
- Find untapped keywords, Brian will show you how to nail the first step of any seo campaign, keyword research.
- Create amazing content, you'll see how to create world-class content around those keywords even if you're not a natural born writer.
- Build backlinks to your site, the most important part of SEO, link building and lot's of actionable techniques that you can use right away.
- Track and monitor your SEO results, wrapping up the course with a guide to tracking and monitoring, at this step you will have executed the key first steps to optimizing your site.

GOOGLE COURSE 7 – SATISFACTION GUARANTEED: DEVELOP CUSTOMER LOYALTY ONLINE

Google (Coursera) – Online Remote Learning (4 Modules)

May 2024

- Introduction to satisfaction guaranteed: develop customer loyalty online
- Analyze trends for an online store
- Prepare for jobs in digital marketing and e-commerce
- Certificate review

GOOGLE COURSE 6 – MAKE THE SALE: BUILD, LAUNCH, AND MANAGE E-COMMERCE STORES

Google (Coursera) – Online Remote Learning (4 Modules)

May 2024

- Introduction to make the sale: build, launch, and manage e-commerce stores
- Learn about online stores
- Ads and campaigns in e-commerce
- Engage customers with an online store

GOOGLE COURSE 5 – ASSESS FOR SUCCESS: MARKETING ANALYTICS AND MEASUREMENT

Google (Coursera) – Online Remote Learning (4 Modules)

April 2024

- Introduction to assess for success: marketing analytics and measurement
- Use metrics from Google Analytics and Google Ads
- Measure the success of marketing campaigns
- Share metrics and insights with stakeholders

GOOGLE COURSE 4 – THINK OUTSIDE THE INBOX: EMAIL MARKETING

Google (Coursera) – Online Remote Learning (5 Modules)

March 2024

- Introduction to think outside the inbox: email marketing
- Types of email marketing
- Useful tools for email marketing
- Collect and analyze email campaign data
- Run your own email marketing campaign

GOOGLE COURSE 3 – FROM LIKES TO LEADS: INTERACT WITH CUSTOMERS ONLINE

Google (Coursera) – Online Remote Learning (5 Modules)

March 2024

- Introduction to from likes to leads: Interact with customers online
- Social media strategy, planning and publishing
- Listening and engagement on social media
- Social media analytics and reporting
- Paid social media

GOOGLE COURSE 2 – ATTRACT AND ENGAGE CUSTOMERS WITH DIGITAL MARKETING

Google (Coursera) – Online Remote Learning (4 Modules)

March 2024

- Recognize strategies to build brand awareness among potential customers
- Optimize website content for SEO
- Explain the purpose of SEO (search engine optimization) and essential SEO terms
- Understand SEM (search engine marketing) and how it benefits businesses

GOOGLE COURSE 1 - FOUNDATIONS OF DIGITAL MARKETING AND E-COMMERCE

Google (Coursera) – Online Remote Learning (4 Modules)

March 2024

- Define the fields of digital marketing and e-commerce
- Explain the concept of a marketing funnel
- Describe the job responsibilities of an entry-level digital marketer and e-commerce specialist
- Understand the elements and goals of a digital marketing and e-commerce strategy

SKILLS OBTAINED IN DIGITAL MARKETING

- Logo Design
- Brand Awareness
- Backlinking & Outreaching
- Social Media Marketing
- Domain Registration
- GoDaddy Hosting
- Website Security
- Google My Business
- Google Search Console
- Google Ads
- Google Analytics
- Google Page Insights
- Google Display Ads
- Social Media Partnerships
- Internal & External Link Building
- Writing Articles (Blogging)
- SEO (Search Engine Optimization)

- Website Design & Maintenance
- Website Plugins Experience
- SSL Certificates
- WooCommerce
- GoDaddy Email Marketing
- Content Creation (images, videos)
- TikTok Influencer Marketing
- LinkedIn Business/Personal Page
- Facebook Business Page
- Instagram Business Page
- SEM (Search Engine Marketing)
- U Tube Channel
- TikTok Shop (Creator)
- Affiliate Marketing
- General Graphic Design Skills
- Marketing Funnel Concept