

Callum Briggs

Digital Marketing Specialist

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Digital marketing specialist with four years of experience running paid and organic campaigns for e-commerce and SaaS brands. Currently managing a £28,000 monthly ad budget across Google, Meta, and LinkedIn with a blended ROAS of 5.2x. I like getting into the data — most of my best results have come from finding something in the numbers that nobody else noticed.

EXPERIENCE

Digital Marketing Specialist, OnBuy, Bournemouth (Remote from Leeds) Jun 2022 – Present

Run paid acquisition and performance marketing for the UK's largest independent marketplace.

- Manage a **£28,000/month ad budget** across Google Ads, Meta, and Microsoft Advertising
- Improved blended ROAS from 3.1x to **5.2x** over 18 months by restructuring campaigns around product margin data
- Built and optimised **Google Shopping feeds** for 35 million+ product listings
- Run A/B tests on landing pages — best test lifted conversion rate from **2.1% to 3.7%** on the seller acquisition funnel

Digital Marketing Executive, Interflora, Bradford Jan 2021 – May 2022

Supported the digital team across paid search, email, and SEO for the UK's leading flower delivery brand.

- Managed **Google Ads campaigns** during Valentine's Day and Mother's Day peaks — CPA reduced by 19% YoY during Feb 2022
- Created and sent **3-4 email campaigns per week** via Salesforce Marketing Cloud to a database of 1.8 million subscribers
- Wrote and published **40+ SEO-optimised blog posts** targeting long-tail gifting keywords

Marketing Intern, Asda, Leeds Jun 2020 – Dec 2020

Six-month internship with the George clothing digital marketing team.

- Assisted with paid social campaigns on **Meta and Pinterest** for seasonal clothing launches
- Built weekly performance dashboards in **Google Data Studio** tracking spend, CTR, and ROAS across 12 campaigns

EDUCATION

BA (Hons) in Marketing, Leeds Beckett University, Leeds Sep 2017 – Jun 2020

Upper Second Class Honours. Completed a final year project on *the effectiveness of retargeting ads in e-commerce purchase decisions*.

SKILLS

Google Ads (Search, Shopping, Display), Meta Ads Manager, Google Analytics 4 & Tag Manager, SEO (Technical & On-Page), Email Marketing (Salesforce MC, Klaviyo), A/B Testing & CRO, Google Data Studio / Looker Studio, Microsoft Advertising, Semrush & Screaming Frog, HTML & CSS (basic)

CERTIFICATIONS

Google Ads Search Certification, Google Mar 2023 – Mar 2024

Google Analytics Certification, Google May 2023 – May 2025

Meta Certified Digital Marketing Associate, Meta Sep 2022 – Sep 2024

LANGUAGES

English (native)

PROJECTS

Shopping Feed Optimisation – OnBuy

Sep 2022 – Jun 2023

Rebuilt the Google Shopping product feed for 35 million+ listings to improve ad performance.

- Rewrote product titles using a **category-specific formula** that increased CTR by 24%
- Added margin data to the feed to enable **profit-based bidding** — ROAS improved from 3.1x to 5.2x
- Reduced disapproved products from **8% to under 1%** of the catalogue

Mother's Day Campaign – Interflora

Jan 2022 – Mar 2022

Ran the paid search and email components of Interflora's biggest annual campaign.

- Managed a **£65,000 Google Ads budget** over 6 weeks with daily bid adjustments
- CPA came in **19% lower** than the previous year while volume increased 11%

REFERENCES

Priya Nair, Head of Performance Marketing, OnBuy, priya.nair@onbuy.com, +44 7700 900 198

David Greenwood, Digital Marketing Manager, Interflora, david.greenwood@interflora.co.uk, +44 7700 900 342

EXTRA CURRICULAR ACTIVITY

Freelance PPC Consultant

Jan 2023

Run Google Ads for 2 small local businesses in Leeds on the side — a physiotherapy clinic and a craft brewery. Combined monthly spend around £2,000.

Member – Leeds Digital Festival Committee

Sep 2023

Help coordinate the annual digital marketing track. Sourced 4 speakers for the 2024 festival.