

Owen Griffiths

SEO Specialist

Cardiff, United Kingdom | owen.griffiths@gmail.com | +44 7394 552 187 | linkedin.com/in/owengriffiths | owengriffiths.co.uk

SEO specialist with four years of experience in technical SEO, content strategy, and link building for ecommerce and SaaS clients. Currently at Impression, where I manage a portfolio of 8 accounts with a combined organic revenue of £14 million. Grew organic traffic for a D2C client by 112% in 12 months. I like the technical side — crawl budgets, schema, Core Web Vitals — as much as I like the content and strategy side.

■ EXPERIENCE

SEO Specialist, Impression, Nottingham (remote from Cardiff)

Jan 2023 – Present

Manage SEO strategy and delivery for a portfolio of 8 ecommerce and SaaS clients at a digital marketing agency.

- Grew organic traffic for **SPOKE (menswear)** by 112% in 12 months through technical fixes, content hub creation, and internal linking restructure
- Manage accounts with a **combined organic revenue of £14 million** — responsible for strategy, reporting, and client communication
- Led a **Core Web Vitals project** for a travel client that improved LCP from 4.2s to 1.8s — contributed to a 23% increase in organic sessions from mobile
- Built and maintain **content briefs and keyword maps** for 40–60 pieces of content per quarter across all accounts

Junior SEO Executive, Vertical Leap, Portsmouth

Jun 2021 – Dec 2022

Technical and on-page SEO for a mix of ecommerce, education, and professional services clients.

- Conducted **technical audits** for 12 websites using Screaming Frog, Sitebulb, and Google Search Console — identified and resolved indexation issues affecting 15,000+ pages
- Wrote and optimised **180+ pieces of content** including category pages, blog posts, and FAQ schema
- Supported a **site migration** for a university client — maintained 94% of organic traffic post-launch through redirect mapping and on-page preservation

Digital Marketing Assistant, GoCompare, Newport

Sep 2020 – May 2021

Entry-level role supporting the in-house SEO and content team at a major UK comparison site.

- Updated and optimised **60+ comparison landing pages** with refreshed copy, meta data, and internal links
- Assisted with **monthly reporting** in Google Analytics and Data Studio for 4 product categories

■ EDUCATION

BSc (Hons) in Business Management, Cardiff University, Cardiff

Sep 2017 – Jun 2020

2:1. Final year dissertation on the impact of Google algorithm updates on small business visibility. Completed a digital marketing module covering SEO, PPC, and analytics.

■ SKILLS

Technical SEO (crawl, indexation, site speed) • Ahrefs, Semrush & Screaming Frog • Google Search Console & GA4 • Content strategy & keyword research • Schema markup (JSON-LD) • Core Web Vitals optimisation • Link building & digital PR • Site migration planning • Looker Studio reporting • Python basics for SEO automation

■ CERTIFICATIONS

Google Analytics Individual Qualification, Google

Sep 2022 – Sep 2025

Ahrefs SEO Certification, Ahrefs

Mar 2023

SISTRIX SEO Certification, SISTRIX

Jan 2024

■ LANGUAGES

English (native) • Welsh (basic)

■ PROJECTS

SPOKE Menswear Organic Growth – Impression

Mar 2023 – Mar 2024

End-to-end SEO strategy for a D2C menswear brand looking to reduce dependence on paid acquisition.

- Grew organic traffic by **112% in 12 months** — from 84,000 to 178,000 monthly sessions
- Built a **content hub of 35 guides** targeting mid-funnel keywords like "best chinos for work" and "how trousers should fit"
- Organic revenue grew from **£1.1 million to £2.4 million** annually

University Site Migration – Vertical Leap

Mar 2022 – Sep 2022

Managed the SEO workstream for a full CMS migration of a UK university's website (12,000+ pages).

- Created a **redirect map of 8,400 URLs** and validated post-launch with crawl data
- Maintained **94% of pre-migration organic traffic** — significantly above the industry benchmark

■ REFERENCES

Hannah Sheridan, Head of SEO, Impression, h.sheridan@impression.co.uk, +44 7700 900 512

Mark Jennings, SEO Director, Vertical Leap, m.jennings@vertical-leap.uk, +44 7700 900 634

■ EXTRA CURRICULAR ACTIVITY

Speaker – BrightonSEO

Apr 2024 – Apr 2024

Gave a 20-minute talk on Core Web Vitals optimisation for ecommerce sites at BrightonSEO April 2024. Audience of approximately 300.

Author – Search Engine Journal Contributor

Sep 2023

Write 1–2 articles per quarter on technical SEO topics. Most-read article — on JavaScript rendering and indexation — received 18,000 views in the first month.