



Ralph du Plessis

SEO | CONTENT | SOCIAL | ANALYTICS (Since 1999)

Norwich, UK

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Languages

English

About

Started online in 1999 at a startup in London selling ad space, designing and building animated banner ads, selling SEO and optimizing websites. Have since worked in both agencies and client side, primarily on search marketing (PPC & SEO) with social media now a growing part of that mix. Founded Red Mud Media in 2008 a digital marketing company and have grown the business every year. Clients have included Travelzoo, Tesco, Universal Music, Travelocity, Mercedes Benz, Travel Indochina, Fliptop and JustGiving.com Moved to Silicon Valley in 2011 for 18 months and returned to the UK in 2012. Love startups, driving traffic and increasing conversion rates. Specialties: SEO, PPC, Social Media, Inbound Marketing, Link Building, Content Strategies

BRANDS WORKED WITH



Experience

● Senior SEO Consultant

Aira | Aug 2022 - Now

Leveraging 20+ Years in SEO to deliver business growth to clients around the world. Operating in an industry-leading, world-class team at Aira.

● Founder

Red Mud Media Ltd. | Jul 2008 - Now

Digital media consultancy, specialising in inbound marketing (PPC, SEO, social media, content, outreach, digital PR). After nearly a decade of working both agency side and client side, I launched my startup to provide scalable and flexible solutions that are difficult for in house teams or agencies to deliver.

● SEO Manager UK & EU

Angling Direct PLC | Mar 2020 - Aug 2022

Technical & On-Page SEO and Content Marketing for UK, France, Germany and Netherlands.

● Search Engine Optimization Consultant

CvE - ControlVExposed - Agile Digital Marketing Transformation Consulting | Jan 2019 - Aug 2022

● Head of Search

The Internet Works | Oct 2015 - Feb 2017

● SEO

The Media Image | Dec 2012 - Oct 2013

SEO technical and strategic role covering all aspects from site audits to content strategies, link building and social media.

● Product Development Director at Travelzoo

Travelzoo | Feb 2011 - May 2012



Global SEO strategy for Travelzoo.com and Fly.com - US, UK, CA, FR, DE, ES, AU, JP, HK, CN, TW



- **SEO Consultant**

Tesco | Jan 2010 - Jan 2010

Collaboration between agencies, in house marketing and technical teams. SEO strategy and knowledge sharing.



- **European SEO Manager**

lastminute.com | Feb 2007 - Jul 2008

Responsible for SEO strategy, execution and training across Europe (UK, FR, DE, IT, ES, NO, SE, DK) and for strategy and training in Asia Pacific (SG, AU, HK, IN, NZ, TW, KO)

- **Head of Search**

MediaContacts (Havas Media Group) | Jan 2006 - Jan 2007

SEM client services, search centre of excellence, PPC strategy and search engine relationships.

- **Head of SEO**

DGM | Dec 2003 - Feb 2006

Client services, SEO strategy, technical account management, training and education.

- **Online Planner**

Manning Gottlieb | Jan 2003 - Jan 2003

Planned online advertising campaigns and managed paid search for clients including Yahoo!, Warner Brothers and More Than Insurance.

Education & Training

2003 - 2007

- **Birkbeck College, University of London**

Film and Media, Film, Media and Business,