

Experienced full-stack SEO Manager & strategist with over 7 years of experience in SaaS & eCommerce selling to all audiences. Excellent reputation for resolving problems, thinking critically and creatively and bringing fresh ideas to a team environment.

## Work History

2018-08 -  
2023-11

### SEO Manager

*Packhelp, Warsaw*

- Develop and implement a comprehensive content and SEO strategy, contributing to Packhelp's financial growth from a €2m seed round to a €40m Series B round within three years, while adapting to changing economic conditions and reducing customer acquisition costs.
- Collaborate strategically with all departments and partners to enhance website content, refine copy, and optimise both on-page and technical SEO, driving an increase in organic average order value.
- Build & mentor a multilingual content and SEO team, focusing on effective SEO practices, outreach, and conversion-driven content leading Packhelp's transition to a sustainable packaging supplier.

2016-08 -  
2018-07

### Content Strategist

*Shoplo, Warsaw*

- Orchestrated a content strategy over several languages targetting geographical insights, and meticulous keyword planning, leading to a 382% increase in website traffic within a 18 months.
- Conducted comprehensive audits and finessed existing content and SEO strategies, culminating in a significant 172% boost in lead generation over a two-year period, demonstrating a keen aptitude for enhancing online visibility and engagement.
- Crafted and implemented bespoke email marketing newsletters, drip campaigns, and onboarding processes, tailored to meet the unique needs of diverse customer segments, user journeys, and specific business objectives, showcasing exceptional versatility and strategic foresight

2017-06 -  
Current

### Founder & Writer

*Joseph & Conrad, Warsaw*

- Strategically positioned, launched, and scaled a pioneering English content writing agency, uniquely

# Phil Forbes

SEO Manager

## Contact

### Address

Warsaw

### E-mail

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### LinkedIn

<https://www.linkedin.com/in/phil-forbes-834828106/>

### WWW

[imphilforbes.com](http://imphilforbes.com)

## Skills

SEO & Content strategy



Creative writing



Team Building



Outreach



Technical SEO



Market Analysis



Ai Prompt Engineering



PPC/Performance Marketing



## Languages

tailored to captivate and resonate with the non-native English-speaking market, demonstrating exceptional cross-cultural communication skills and market adaptability.

- Masterfully crafted a diverse array of content across multiple mediums, catering specifically to Polish and European brands. This showcases a profound versatility in writing styles and a keen understanding of varied audience preferences and regional nuances.
- Developed and implemented efficient work processes for a team of native English writers, adeptly managing projects across multiple clients and navigating the complexities of different time zones, thereby highlighting remarkable organizational prowess and team coordination capabilities.

English

Excellent

Polish

Very Good

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## Interests

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Founder & President of the Polish Association of Australian Football (Polski Związek Futbolu Australijskiego)