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## **Search marketing in a day - 18 October 2017**



### **Vikas Arora – Bing Ads UK**

Vikas is a Digital Marketing professional, with over 20 years seasoned experience across all corners of the industry. Currently working as a Senior Sales Lead at Microsoft Search Advertising, Vikas is involved actively in driving the awareness of the ever-growing Bing Search Network through public speaking engagements as well as supporting the implementation of Bing Search Ads with mid-sized Creative and Digital Agencies and advertisers in UK, Ireland and Israel.



### **Stephen Kenwright – Branded3**

Stephen is Strategy Director at St. Ives Group-owned digital marketing agency Branded3 – the best large SEO agency in Europe according to judges at the European Search Awards. He works with brands including Monarch, Travelex, First4lawyers and Vue Cinemas and organises Search Leeds, the largest digital conference in the north of England. His expertise has led him to present at more than 100 events around the world.



### **Gareth Morgan – Liberty Marketing**

Gareth Morgan is the Managing Director of Liberty Marketing, a digital marketing agency that specialise in SEO, PPC and Content Marketing. Founded by Gareth in 2008, they are now a team of 30 digital marketers working with companies such as Pizza Express, Benefit Cosmetics, Universal Music Group and the UK Government. Their work has won nominations in UK and EU search awards, and in 2016 they were named Creative & Digital Business of The Year at the Cardiff Business Awards.

Gareth is a digital marketing expert, working in the industry for over 15 years. He is a published author and still takes an active role in client strategies. Gareth will be speaking about getting ahead using advanced PPC techniques and how to get the most out of your PPC budget.



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### **Dan Lewis – Spindogs**

Daniel is the Director and Digital Marketing Director at Spindogs. His team are responsible for both online and offline campaign output and regular marketing delivery for clients. Daniel is an award-winning designer and marketer with a strong background in the creative industries. Having graduated as a product designer from Ravensbourne, he developed a career in structural packaging and graphic design, and has built two successful creative marketing businesses, Lagrafica and Nuance & Fathom, with the latter having recently merged into Spindogs. In recent years, the use of data has become more and more important in delivering successful creative

work, and Daniel's role ensures that data isn't simply gathered aimlessly, but provides genuine insight that fuels creative response.



### **Sam Roberts – Liberty Marketing**

Sam is a Digital Marketing Consultant and Lead Trainer at Liberty Marketing. Sam splits his time between providing consultancy to SMEs on the Welsh Government's Accelerated Growth Program, running cutting edge training courses and managing analytics aspects of Liberty's core client base.