

PORTFOLIO

STEPHEN RUBERRY

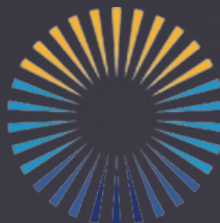
MARKETING MANAGER

DIGITAL MARKETING PORTFOLIO



PORTFOLIO

Achievements



REDDOOR IT - MARKETING
MANAGER (FEB 2025 - PRESENT)

- Managing the entire marketing process at RedDoor IT, orchestrating strategy and execution of the Marketing plan, with the primary goals of increasing brand awareness and driving up sales.
- Web Development: Managing and optimising the website, on the fronted and backend, ensuring it places high for keywords such as 'managed it services'.
- Social Media Management: Management of all channels, including LinkedIn, Instagram, Facebook, X and Youtube.
- Content Creation and Copywriting: Creation of blog posts, videos, social media posts, podcast episodes and more, conducting photography and videography to go with all content and website changes.
- Analytics & Reporting: Creating reports using marketing data from progress on our website and other channels, using this to make decisions on Marketing strategy. Utilising A/B testing regularly.

HFH HEALTHCARE - MARKETING
COORDINATOR (FEB - NOV 2024)

- 20% increase in website visits
- 30% increase in new users
- 35% increase in new enquiries
- 20% increase in attendees at events for NHS professional partners
- Improved SEO performance for target keywords, such as 'complex care'

WILSON GROUP - MARKETING
ASSISTANT (MAR 2023- FEB 2024)

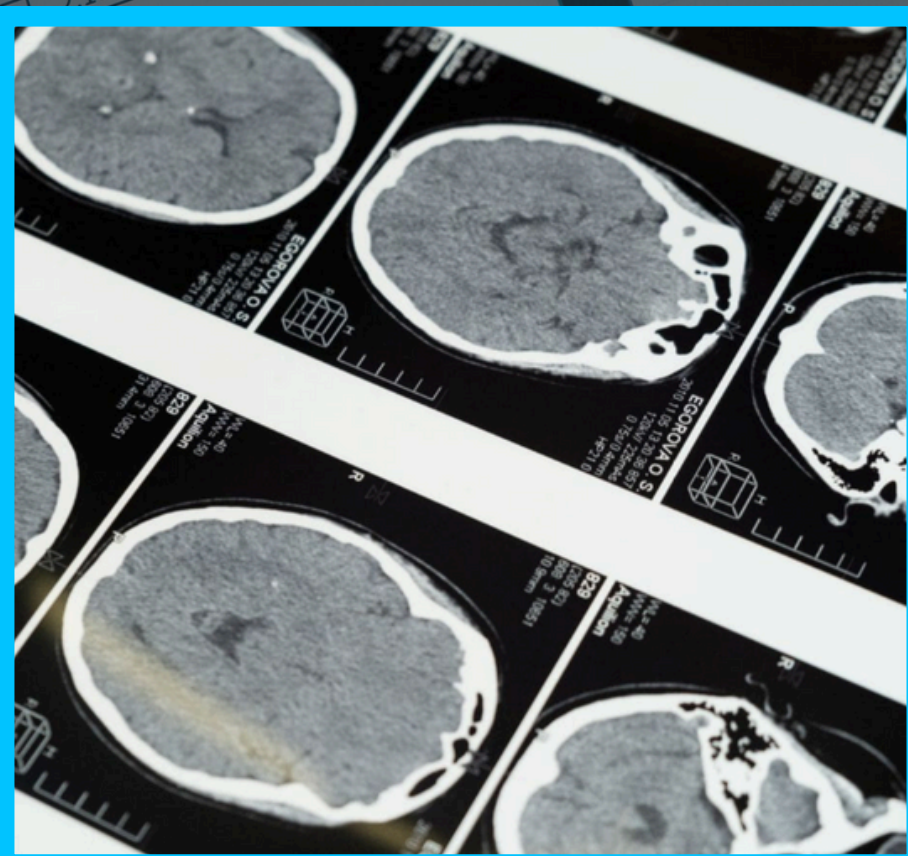
- 105% increase in Website visits
- 35% increase in new users
- 65% growth in conversions
- 25% increase in sales on our web-shop
- Expanded the web-shop substantially, launching a range of new fans, pumps and motors.
- Greatly increased SEO performance for target keywords, such as 'pump repair'.

TADEK OFFSHORE - MARKETING
ASSISTANT (DEC 2022-MAR 2023)

- Developed Website, Case Studies and CV's using Buffer, Wordpress, Wix and other applications.
- Refined Capability Statement showcasing experience of current staff, highlighting the array of talent at the company.
- Created Company Newsletter on Mailchimp to inform clients of our operations and updates, achieving strong Open and CTR's.
- Transformed case studies from engineers into LinkedIn Shares on topics such as Marine Analysis and Naval Architecture.
- Planned and updated our Events Log (via Excel) where I researched various events, their costs and benefits to the company of attending.

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Recent Projects



AHMED'S STORY

[View now](#)



HFH HEALTHCARE 2024 BROCHURE

[View now](#)



KHALIL'S STORY

[View now](#)

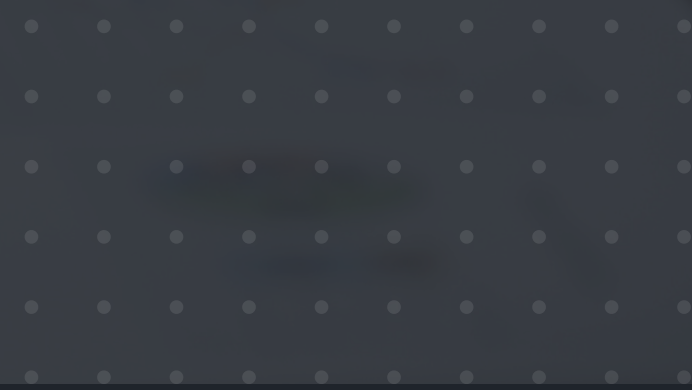
About Me

I'm a First Class Economics & Politics graduate passionate about deliverling exceptional Digital Marketing (DM) projects. I possess over 3 years of DM experience as well as strong Analytical, Creativity, Marketing and Research skills, which have all been developed through a range of work experience and extra-curricular activities.

My skillset encompasses SEO, Web Development, E-mail Marketing, Social Media Management, Analytics & Reporting, Photography, Videography and Copywriting. I specialise in creating engaging copy that is SEO-optimised, and attracts business enquiries, sales and traffic.

If you require any assistance with your digital projects let's have a chat about your requirements to see how I can help.

Out of work you can find me at the gym, playing sports, cooking, reading, or spending quality time with family and friends!



Brand Identity

Client Review

"My care coordinator always shows compassion and calls me frequently to check in and see how I'm doing. She has supported my son's care package well."


★★★★★

hfh healthcare

experts in personalised complex care

hfh healthcare


experts in personalised complex care



Complex Moving and Handling

hfh healthcare

experts in personalised complex care




We are hiring!

Paediatric Healthcare Assistant

Pay rates of £14-£17.93 per hour*

Full time role within the Frimley Area



FAQ:


Q: Does HFH Healthcare have a refer-a-friend scheme?

hfh healthcare

experts in personalised complex care

hfh healthcare

experts in personalised complex care



We are hiring!

Healthcare Assistant/Driver

Pay rates of £14-£17.93 per hour*

Full time role within the Buntingford Area

SOCIAL MEDIA

WEBSITE

WEBSITE AND SOCIAL MEDIA CONTENT

At HFH Healthcare, I reinforced the company's brand identity by delivering clear and concise messaging that resonated with NHS commissioners seeking complex care providers for their clients and other individuals curious about what we offer.

By developing consistent marketing materials and campaigns that highlighted our commitment to quality and personalised care, I helped build trust with commissioners and clients alike.

My efforts ensured that every piece of content reflected the company's values, fostering confidence in the exceptional standards of care we provide. This is further expressed in the company's blue colours, conveying trust, reliability and professionalism.

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HFH HEALTHCARE QUALITY ACCOUNT 2023/2024

While at HFH Healthcare, I was tasked with creating a Quality Account, showcasing our ability to provide exceptional complex care, highlighted by our 'Good' Care Quality Commission rating, and displaying the various metrics in which we demonstrated our competencies.

KELLY'S STORY

I was also tasked with creating a video of our client Kelly, who has a rare spinal injury. I recorded the footage, created and edited the video and uploaded it to our website, along with copy showcasing her inspiring story of strength, and how complex care changed her life.

The video was really well received by clients and commissioners alike, who believed it showed off the exemplary complex care delivered by HFH Healthcare.

My Best Works

[**LEARN MORE**](#)[**LEARN MORE**](#)

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Professional Skills

With over three years of experience in Digital Marketing, I have developed a diverse and comprehensive skillset in the industry.

I specialise in:



Social Media Management: (Linkedin, Facebook, Instagram, X and more.)



Analytics and Performance Reporting: (Excel, Canva, Powerpoint)



Copywriting: (Utilising years of writing skills to create SEO-optimised copy tailored specifically to your target audience).

I also possess skills in:



- Web Development & Maintenance (Wordpress and Wix, SERanking, Moz)
- Search Engine Optimization (SEO) (via SERanking and Moz)
- Graphic Design (Canva, Photoshop)
- Photography/Videography (Adobe Premiere Pro, Canva)
- E-commerce/Web Shop Development (Prestashop, Wordpress)
- Email Marketing (Brevo, Mailchimp, Microsoft Mailmerge)
- Report and Presentation Design (Outlook, Powerpoint, Canva)
- Business Development Outreach
- Competitor Analysis (Using various social media channels)

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Get In Touch Today



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New Malden, KT3



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Thank You

I appreciate you taking the valuable time out of your day to check out my portfolio, and look forward to speaking to you soon.

CONTACT ME