Stephen Chalton

DIGITAL MARKETING · SEO · UX · ACCESSIBILITY

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01 PROFESSIONAL SUMMARY

Data-driven digital marketing professional with expertise in SEO, experimentation, CRO, and web performance. Experienced in managing multi-region websites and translating analytics insights into measurable marketing outcomes.

Skilled at delivering integrated digital strategies that improve visibility, engagement, and conversions. Proven ability to collaborate with agencies and cross-functional teams to optimise websites, execute digital campaigns, and implement data-led improvements that support business growth.

02 SYSTEMS, SKILLS & COMPETENCIES

SYSTEMS	SKILLS	COMPETENCIES
WordPress	SEO strategy	Stakeholder management
Power Pages / Dynamics 365	CRO	Analytical thinking
Optimizely	A/B/n testing	Strategic thinking
GA4 / GTM / GSC	Digital performance analysis	Problem solving
Semrush / Ahrefs	Content optimisation	Communication
Google / Meta Ads	Accessibility (WCAG)	Relationship management
Data Studio	Website optimisation	Collaboration
Figma	Digital reporting	Creativity

03 ACHIEVEMENTS

300% conversion growth – Grant Thornton
Defined website KPIs and implemented the optimisation strategies behind a 300% lift in conversions, alongside a 52% increase in sessions.

Global website performance improvement – Grant Thornton
Improved accessibility, SEO, and digital best-practice scores using Crownpeak DQM, moving five websites from outside the top 20 to top 1–5 globally within the Grant Thornton network (250+ firms).

Organic search growth through SEO strategy – Grant Thornton
Delivered 14% growth in organic clicks and 155% in impressions through structured SEO optimisation and agency collaboration.

Multiple CMS migrations delivered – Canadia Distributors, Entireti
Project managed multiple CMS migrations while maintaining site performance, search visibility and business continuity.

Physical-to-digital product experience – Canadia Distributors
Designed a QR-enabled swing tag rolled out to over 500 stores nationwide, giving shoppers instant access to specs and imagery in store while tracking scans by product and by location.

03 EXPERIENCE

Digital Content & Technical Specialist

APR 2026 – PRESENT

Entireti · Contract · Sydney (hybrid)

Content, experience and technical governance for AdviserIQ, Entireti's authenticated portal serving financial advisers across four licensee brands.

- Took ownership of the CMS migration upon joining and led the launch and post-launch activity.
- Audited all four licensee brands post-launch across content, accessibility and experience.
- Manage AdviserIQ as content owner, actioning BAU requests from across the business.
- Created the portal's content governance framework, defining the content process and best-practice standards, then delivering them on site.

Assistant Manager, Digital Marketing

OCT 2022 – OCT 2025

Grant Thornton · Ireland

In my role as Digital Experience Manager, I was responsible for the management, performance, governance and optimisation of five regional websites across the Grant Thornton network.

- Managed governance, optimisation and performance for five regional websites across Ireland, Northern Ireland, Bermuda, Isle of Man and Gibraltar.
- Defined and tracked website KPIs aligned with marketing and commercial objectives.
- Increased sessions by 52% while improving engagement metrics and conversions.
- Implemented experimentation programmes including A/B and multivariate testing.
- Led SEO initiatives that improved rankings, impressions and organic traffic.
- Implemented accessibility and SEO improvements using Crownpeak DQM.
- Conducted competitor analysis and market research to inform digital strategy.
- Participated in CMS user acceptance testing for global platform updates.

Marketing Executive

APR 2018 – OCT 2022

Canadia Distributors · Ireland

Managed digital marketing across two e-commerce platforms and the wider marketing channel mix for two interior product brands.

- Managed two e-commerce websites (B2B and B2C), improving UX and customer journeys.
- Implemented GTM, tracking pixels and UTM frameworks to improve campaign measurement.
- Developed SEO strategies including keyword research, backlink growth and content optimisation.
- Built and optimised Google Ads and Meta campaigns across paid and organic social.
- Produced performance reports and insights to support marketing decision-making.
- Designed marketing assets for digital and print campaigns.

04 EDUCATION

Bachelor of Business (Hons) Marketing – SETU, Carlow

2013–2017

First-class honours (1:1) · Mark Attride Marketing Student of the Year

05 REFERENCES

Available on request.