

Nigel Bradley

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SEO and E-commerce Manager

30+ years in product marketing, pricing/competitiveness, search engine marketing, small team management, data analysis. I enhance SEO and ads on Amazon/Google for better visibility and improve sales messaging for better sales conversion.

WORK EXPERIENCE

Natural Elements SkinCare • Worcestershire, England, United Kingdom • 09/2023 – Present

SEO and Ecommerce Manager • Contractor

- As an e-commerce / commercial manager for an SME online retailer on Shopify, I lead website design and UX CRO, PPC, SEO to deliver their best-ever trading year, increased sales 38%
- I manage product listings with the optimal key words strategy to match marketplace/channel's algorithm requirements for Amazon and Google. I use Shopify, Google's GSC & GA, Amazon Seller Central and Helium10
- I produce easy-to-read content that draws from our product reviews to highlight the benefits that matter the most. I manage pay-per-click ad campaigns to attract high-intent shoppers and SEO best practices to boost organic reach.

More Website Traffic by Premium Research Ltd • Worcestershire, England, United Kingdom • 09/2021 – Present

Director

- Landing Page Creation, Klaviyo email marketing
- Technical Proficiency: Shopify, Gempages, Google Search Console, Google Analytics 4, Google Ads, WIX, ChatGPT, AnswerThePublic, SEMrush, SEO Power Suite (SEO Spy Glass, Rank Tracker, Link Assist, Website Auditor).

Consumer Intelligence Ltd • Bristol, England, United Kingdom • 04/2020 – 05/2021

Product Development & Innovation

- Increased profits by 18% as new products contributed to income within a year
- Invented and led Development to analyse competitiveness and report changes by varying risk segments, offering a significant advantage over competitors' simplistic price reporting.
- Skills: Analytical Skills • Price and risk segmentation, Competitiveness Modeling, VB.net

Premium Research Ltd • Worcestershire, England, United Kingdom • 01/2008 – 01/2021

Director

- Provided Insurance price benchmarking reports and risk segmentation to the General Insurance industry.
- Produced crucial data for the AA's BIPI (British Insurance Pricing Index) for 10 years and for the launch of Tesco Compare.
- Blue chip clients inc AA, John Lewis, Ageas, Direct-Line, Churchill, Allianz

Destiny/Experian Ltd • West Midlands, United Kingdom • 01/1999 – 01/2007

Experian Product Manager

- Pioneered the first internet mystery shopping service for insurance providers to evaluate their online pricing competitiveness.
- Increased divisional profits by 23% as new products contributed to income

EDUCATION

A-Level in Maths, Physics, Statistics, Computer Science

Dudley Technical College

CERTIFICATIONS

SEO certified

SEMrush Academy

Udemy 5-in-1 Amazon FBA Seller 2025

Udemy Amazon SEO + Listing secrets to Double Sales

SKILLS

Analytical Skills, ChatGPT, Data Analysis, Digital Marketing, MS Office, Statistics, VBA, VB.NET, Web Design, WIX

Digital Marketting: Content Creation, Google Ads, Google Search Console, Keyword Research, Klaviyo, PPC, SEMrush, SEO, SEO Audit, SEO-Optimized Web Design, SEO Power Suite (SEO Spy Glass, Rank Tracker, Link Assist, Website Auditor)

E-Commerce: Amazon Key Words, Amazon Product Listings, Conversion Rate Optimization (CRO), Direct-to-Consumer Trading, E-commerce, Gempages, Google Analytics 4, Product Listings, Shopify