



DAN CLARKE

SEO & DIGITAL MARKETING CONSULTANT

Singapore
Singapore

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Website: disruptient.com
Phone: +65-8434-2596

Consultant, with broad international experience of SEO, SEM, Social Media, Online Marketing, and Web Development. Agency side & Client side

Working Experience

DISRUPTIENT

Singapore - Singapore
2015
Present

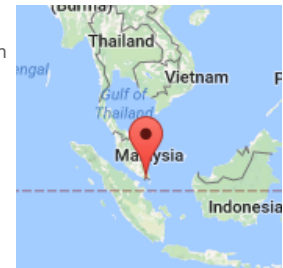


Founder & CEO

disruptient is a full stack Digital Marketing Consultancy with a focus on SEO and Organic Digital Marketing Solutions, as well as Web Application development, and Online Solutions architecture.

We provide solutions to help companies across South East Asia reach and acquire their targets and grow their businesses online.

In addition to consultation, we teach and train both in the private sector and government agencies.



Additional Roles

Tutor / Instructor



Mentor



Contributing writer



CREITIVE

Singapore - Singapore
2017
Present



Managing Director - Singapore

Managing and Running the Singapore and SEA Operations of the CreITive Global Media and Development Agency.

Following the Merger of disruptient with CreITive in 2017 I continue to run the SEO and Marketing operations of disruptient as a sub-company of CreITive, whilst working on business development and operations for the broader CreITive company in South East Asia.



GLASSES GROUP GLOBAL

Kuala Lumpur - Malaysia
2015 - 2015



Global Head of SEO

Responsible for delivering search marketing and content marketing solutions for a Nova Founders Capital Portfolio company.

A broad focus on all areas of organic and inbound marketing disciplines, delivering industry leading marketing solutions with a holistic approach over the breadth of all digital marketing channels

Consulting with on-page SEO advice relating to page content, crawlability, and code, as well as user experience and accessibility.

Co-ordinating off-Page SEO efforts including link development, backlink analysis and link profiling.

I manage and train a team of resources both locally and internationally within the Nova Founders network.

I am the Global Head of SEO, with current focus on South East Asia and Western Europe



CALIBER INTERACTIVE

Dubai - United Arab Emirates
2014-2015



Director of Search MENA

Responsible for delivering search marketing and content marketing solutions for various, corporate and multi-national, clients across the Middle East and North Africa (MENA) Region.

A broad focus on all areas of organic and inbound marketing disciplines, delivering industry leading marketing solutions with a holistic approach over the breadth of all digital marketing channels

Consulting with on-page SEO advice relating to page content, crawlability, and code, as well as user experience and accessibility.

Co-ordinating off-Page SEO efforts including link development, backlink analysis and link profiling.

I manage and train a team of resources both locally and internationally within the Caliber network.

I am the Technical lead for the MENA region and co-founder of the MENA operations arm of the company.



STARCOM MEDIAVEST

Dubai - United Arab Emirates
2013-2014



Search Manager

SEO Specialist - Heading up the Search Engine Optimisation arm of the Search Marketing team for various, corporate and multi-national, clients across the Middle East and North Africa (MENA) Region.

Consulting with On-Page SEO advice relating to page Content, Crawlability, and Code, as well as User Experience and Accessibility.

Co-ordinating Off-Page SEO efforts including Linkbuilding, Backlink Analysis and Link Profiling.



MINDSHARE

Dubai - United Arab Emirates
2012-2013



Search Manager

SEO Specialist - Heading up the Search Engine Optimisation arm of the Search Marketing team for various, corporate and multi-national, clients across the Middle East and North Africa (MENA) Region.

Consulting with On-Page SEO advice relating to page Content, Crawlability, and Code, as well as User Experience and Accessibility.

Co-ordinating Off-Page SEO efforts including Linkbuilding, Backlink Analysis and Link Profiling.



GROUPON

Berlin - Germany
2011-2012



Search Manager

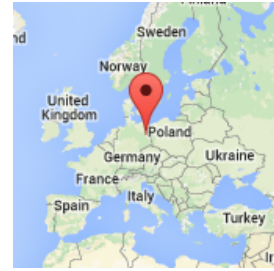
Head of SEO for English speaking world (excl North America) including: UK, Ireland, Australia, New Zealand, South Africa, Hong Kong, Singapore, Malaysia, United Arab Emirates and Israel.

Managing and training team of 30+ people in aspects of Search Engine Optimisation and Web Development.

Providing in depth technical analysis and advice on SEO strategies, as well as providing SEO based technical Web Development assistance (PHP, MySQL, jQuery, etc..)

Co-ordinating and controlling Global Link Building efforts with numerous external agencies across 20+ countries with an annual budget in excess of €1.5m.

Performing Backlink Analysis and Link Profiling for prospective link partners and externally built links.



ECONA SHOPPING GMBH

Berlin - Germany
2011-2011

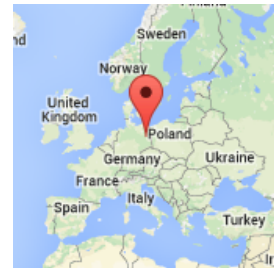


Search Manager

Online Marketing strategy and execution for the promotion of a UK start up Website.

Entirely results driven, I achieved substantial growth month on month, consistently increasing both revenue and traffic far above the projected levels.

I left after 3 months, on personal grounds, and the project was ultimately cancelled a few months later after failing to maintain the projected growth.



IDEALO INTERNET GMBH

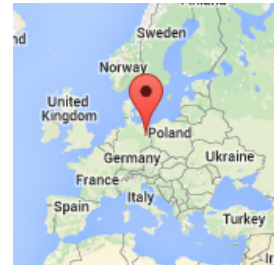
Berlin - Germany
2009-2011



UK Content Manager

Managing a team of people in growing the UK arm of a successful German Price Comparison service.

We achieved great growth and expansion and I was able to train many people in areas of Online Marketing and promotion which was very rewarding.



Projects

ONLINE PROJECTS



2010
Present

Online Projects

List of Online Projects

Various personal online projects related to Web Development, SEO, and other areas of online marketing.

Many projects which utilize third party API's may no longer work owing to API changes. Most projects are not currently maintained.

Certifications

GOOGLE ADWORDS



Adwords Qualified Individual

Google Adwords Individually Qualified, having achieved passing marks on Google Advertising Fundamentals, and Search Advertising Advanced Exams

[Certificate of Qualification](#)

Technical Knowledge

HTML/HTML5

Advanced Knowledge
CSS/CSS3

Extensive Knowledge
Web Application

Security

Good Knowledge

MySQL

Extensive Knowledge
jQuery

Average Knowledge
REST API

Good Knowledge

PHP

Extensive Knowledge
JavaScript

Fair Knowledge

Languages

English

Native Speaker
Mandarin

Beginner

German

Fluent

Spanish


Basic

Personal Interests

Finance & Economics (Financial Markets, Financial Planning, Portfolio Management, etc)

Geo-Politics (Current Events, Foreign Affairs, etc)

Travel (South East Asia, Middle East, Central Europe, etc)

 **Mensa Member**

Contact

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