



DAN CLARKE

SEO & DIGITAL MARKETING

CONSULTANT

Singapore
Singapore

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Printer Friendly Version

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

Working Experience

BINANCE Digital Marketing & Expansion



Asia Pacific
2015
Present

Initially responsible for cofounding Binance Academy and building that in an SEO efficient way, we grew that from zero to millions of monthly PVs.

Transitioned then onto the core Binance product and ran SEO for the main .com site and local satellite operations.

Performed deep technical code audits of core product updates and new launches, and ran weekly reporting dashboards of target KPIs



Additional Roles

Sourced, negotiated, and integrated the credit card processor gateway for binance.com globally (>\$bn/year volume)

Consulted and help drive internal security policies regards data protection and security

Ramped up local operation in Indonesia starting the local community and events, bringing in local key players and regulatory contacts.

DISRUPTIENT Founder & CEO



Singapore - Singapore
2015
Present

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

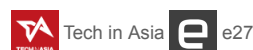
Tutor / Instructor



Mentor



Contributing writer



CREITIVE **Managing Director - Singapore**

Singapore - Singapore
2017
Present



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

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



GLASSES GROUP GLOBAL **Global Head of SEO**

Kuala Lumpur - Malaysia
2015 - 2015



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 **Director of Search MENA**

Dubai - United Arab Emirates
2014-2015



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 **Search Manager**

Dubai - United Arab Emirates
2013-2014



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

Search Manager

Dubai - United Arab Emirates
2012-2013



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

Search Manager

Berlin - Germany
2011-2012



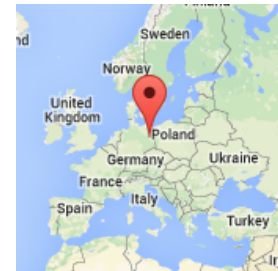
Head of SEO for English speaking world (excl North America) including: UK, Ireland, Australia, New Zealand, South Africa, Hong Kong, Singapore, Malaysia, United Arab Emirates and Israel.

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

Search Manager

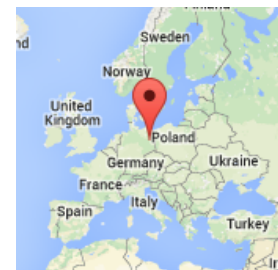
Berlin - Germany
2011-2011



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

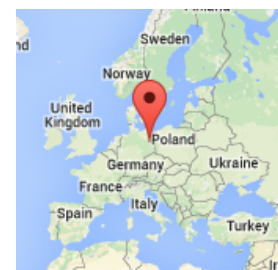
UK Content Manager

Berlin - Germany
2009-2011



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.



ONLINE PROJECTS

Projects

Online Projects



2010
Present

[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.

GOOGLE ADWORDS



Certifications

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**