

PORTFOLIO

Hello Everyone.

# I'M STEPHEN RUBERRY

MARKETING MANAGER




## PORTFOLIO






# Achievements




### HFH HEALTHCARE - MARKETING COORDINATOR (FEB - NOV 2024)

-  20% increase in website visits
-  30% increase in new users
-  35% increase in new enquiries
-  25% 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)

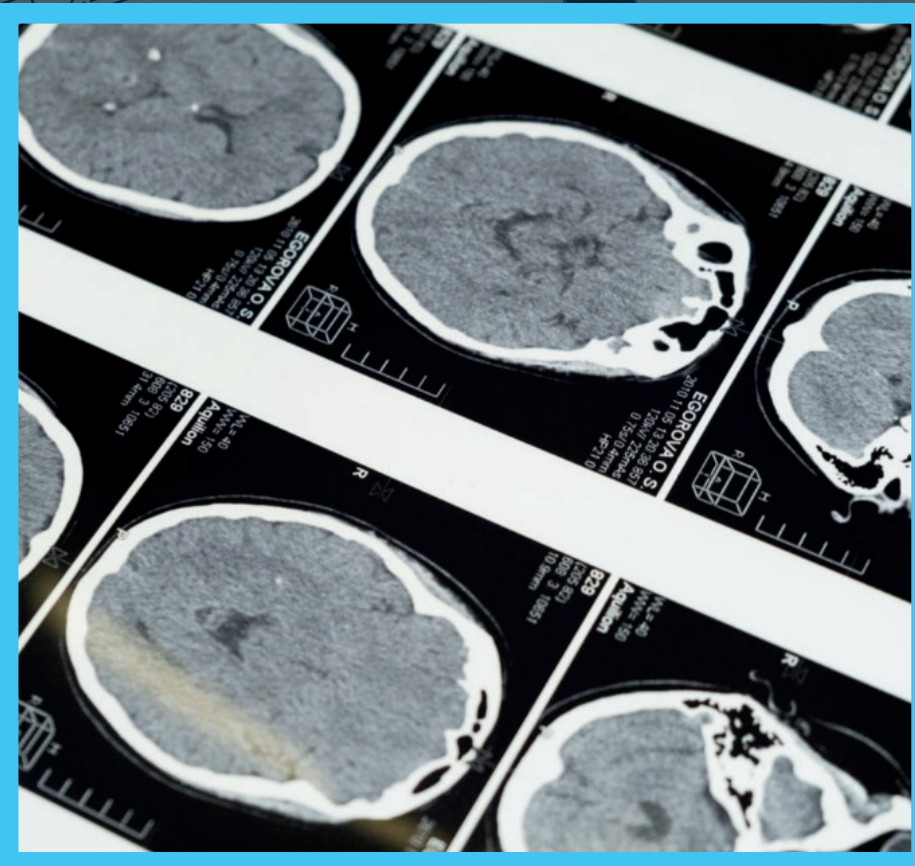
-  105% increase in Website visits
-  35% increase in new users
-  65% growth in conversions
-  25% increase in sales on our web-shop
-  Expanded the web-shop substantially, launching a range of new fans, pumps and motors.
-  Greatly increased SEO performance for target keywords, such as 'pump repair'.

### 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.

# PORTFOLIO

# 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 providing great Digital Marketing work. I possess over 2 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!

## PORTFOLIO

# 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  
specialist in musculoskeletal care

**Complex Moving and Handling**

hfh healthcare  
specialist in musculoskeletal 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  
specialist in musculoskeletal care

**Healthcare Assistant/Driver**

We are hiring!

Pay rates of £14-£17.93 per hour  
Full time role within the Buntingford Area

## 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.

SOCIAL MEDIA

WEBSITE

## PORTFOLIO

# My Best Works

### HFH HEALTHCARE QUALITY ACCOUNT 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 SEO optimised 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 thought it showcased the best of what we do at HFH Healthcare.



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## PORTFOLIO

# Professional Skills

With over two 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)



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



**Copywriting:** (Utilising my 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)



# Contact Details



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# THANK YOU

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

[CONTACT ME](#)