

Jack Hancock-Bruce

Digital Marketing Consultant @ Simply Jack

OVERALL PROFILE

Self motivated, professional Digital Marketing Consultant, specialising in Paid Advertising with experience working within recruitment, mobile gaming, e-commerce, real estate, legal, automotive and marketing industries.

GET IN TOUCH

Email: hello@simplyjack.co.uk
Website: www.simplyjack.co.uk
LinkedIn: [@jack-hancock-bruce](https://www.linkedin.com/in/jack-hancock-bruce)
Location: Farnborough, Hampshire
Ability to work remotely, hybrid preferred.

WORK EXPERIENCE

Freelance Digital Marketing

Self-Employed | August 2024 - Present

- Paid Advertising from setup to go live across Google, Microsoft, Facebook, Instagram, X, LinkedIn and TikTok.
- Social Media content planning and creation.
- Dynamic reporting building via Looker Studio.

Digital Advertising Manager

Air Social | May 2023 - July 2024

- Account set ups across all platforms with conversion tracking set up via Google Tag Manager.
- Building comprehensive Looker Studio client reports with interactive functionality.
- Campaign planning and implementation across Meta, LinkedIn, Google, Microsoft and Twitter.
- Client comms via email and video call to act as technical SME.

PPC Consultant

Enhance Media | Jan 2022 - Apr 2023

- Helped to develop the PPC service, taking on 5 new hires over a one year period.
- SME for clients and colleagues, acting as technical support for day to day queries.
- Managing accounts to ensure continued delivery of all ads, from resolving billing issues to technical mishaps.

WORK ACHIEVEMENTS

- Strategy and delivery of first Lonza project, hiring workers in the DACH region to produce the mRNA vaccine. The success of which resulted in many future projects for the company with £100k+ ad spend. Platforms included; Facebook, Instagram, LinkedIn and Microsoft Search.
- Strategic delivery of BAE Systems' 2022/2023 Graduate campaigns, £116k of ad spend across 6 months, improving greatly on the clients YoY results. Platforms included; Facebook, Instagram, LinkedIn, Indeed, Google Search and Google Display.
- Strategy and execution of first University of Surrey project. Despite a smaller budget of £15k, campaigns contributed towards achieving over 740 applications for niche Fellowship roles. Platforms included; Twitter, LinkedIn, Google Search and Google Display.
- Upselling digital advertising to an organic social media client, directing team meetings to bring the vision to life and ultimately delivering £20k+ of profit per month.

Digital Marketing Executive

Enhance Media | Apr 2021 - Dec 2021

- Paid advertising across Meta, LinkedIn, Twitter, Google, Microsoft, Indeed.
- Monitoring, reporting and optimizations.

Social Marketing & Google Ads

Freelance | Oct 2020 - Mar 2021

- Strategy and execution of paid advertising on Google Search, Facebook and Instagram; including creation of assets, from copy to video.

Social Media Coordinator

Musicplode Media LTD | Oct 2018 - Oct 2020

- Managing and creating content for social calendar and comment monitoring for platforms including; Instagram, Facebook, Twitter, LinkedIn, Amazon and company website.
- Developing investor decks to be shared with potential and existing partners.

EDUCATION

Academy of Contemporary Music

- Audio Production BA (Hons) | Sept 2013 - June 2015

Blenheim High School

- A Levels | Sept 2011 - June 2013
- GCSEs | Sept 2006 - July 2011

CORE SKILLS

Strong knowledge of paid advertising and social media across Meta, LinkedIn, Twitter, Google, Microsoft, job board advertising and programmatic advertising such as ATTC. Google certified.

Great understanding of software such as Google Tag Manager, Looker Studio, Zapier, Google Ads Editor, Microsoft Ads Editor, Excel, Word, PowerPoint, Photoshop, After Effects.

CLIENTS

