

Daniel Honey

Digital Marketing Consultant

Exeter, Devon · danielhoneymarketing@gmail.com · DanielHoney.co.uk

01 / PROFILE

Digital marketing consultant combining paid acquisition, hands-on conversion tracking and digital project management. Manages Google Ads and Meta Ads activity and client relationships in my current freelance agency contract, alongside independent consultancy, website and creative projects.

02 / EXPERTISE

Marketing: Google Ads and Meta Ads; audience targeting and client acquisition; organic and paid social; email, content and SEO; marketing strategy.

Tracking and websites: Google Tag Manager; GA4 conversion tracking and Meta Pixel; Shopify functionality and site updates; WordPress, website projects and UX; technical troubleshooting.

Project delivery: Multi-client project management; client communication; website and e-commerce projects.

03 / CURRENT EXPERIENCE

Client Success Manager

My current freelance agency contract / Feb 2024 - Present

Coordinate marketing activity across client accounts as a primary contact, working with internal teams on campaign delivery, creative assets and performance reporting.

Oversee Google Ads and Meta Ads planning, execution and optimisation, including audience targeting and client acquisition.

Work hands-on with Google Tag Manager and GA4 conversion tracking for campaign delivery and measurement.

Contribute to email campaigns, content and SEO.

Digital Marketing Consultant

Freelance consultancy / Apr 2012 - Present

Provide outsourced marketing direction and practical delivery, managing digital projects, marketing teams and creatives across multiple businesses.

Managed Meta advertising for a private school and worked to incorporate Meta Pixels for data tracking.

Support Shopify website functionality and site updates for Tatcha.

Lead website design and build projects, develop UX designs and deliver organic and paid social media campaigns.

Technical example: Investigated declining Google AdSense revenue during a short consultancy engagement, identifying incorrect tagging and Google Tag Manager configuration as the cause.

04 / EARLIER EXPERIENCE

Digital Marketing Manager

Upping Your Elvis / Contract / Apr - Dec 2022

Led digital and online channels across three brands, overseeing email, social media, websites and wider digital communications. Supported the design and launch of a rebrand and project managed an AI research project.

Digital and Online Channels Manager

David Phillips Furniture / Contract / Mar 2020 - 2022

Headed digital and online channels, including digital communications, SEO, PPC and social advertising. Project managed an e-commerce website, designed and built a corporate WordPress website, and managed third-party agencies implementing digital marketing strategy.

Freelance Project Manager

feref / Apr - Jun 2012

Project managed creative campaigns for Disney and Pixar, alongside banner ad takeover campaigns. Client accounts included Wilkinson Sword, Paramount and Disney.

Freelance Project Manager

Softwind Studio / Aug 2011 - Mar 2012

Led project and account management for BBC Worldwide accounts, including Top Gear, Doctor Who, Frozen Planet and BBC Earth.

Various Marketing Roles

British Red Cross and Energy Saving Trust / 2005 - 2011

Marketing experience within major charitable and environmental organisations.

05 / SELECTED CLIENTS

Porth Beach Holiday Park / Common Seas / CBRE / Software Solved / Tatcha

06 / EDUCATION AND QUALIFICATIONS

BA (Hons) Music and Popular Music

University of Liverpool / 2:1

ACIM

Associate of the Chartered Institute of Marketing

Counselling

Level 2 Certificate