

PORTFOLIO

STEPHEN RUBERRY

FREELANCE MARKETING SPECIALIST

DIGITAL MARKETING PORTFOLIO



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Achievements



CARETUTOR - DIGITAL MARKETING EXECUTIVE (DEC 2025 - FEB 2026)



Owned the full marketing function across social media, webinars, paid advertising, website, and content, delivering measurable growth in MQLs, SQLs, website traffic, social engagement, and sales. Produced monthly performance reports tracking lead quality, conversion rates, cost per lead, and channel growth to inform ongoing optimisation.



Created pain-led social and content strategies addressing key industry challenges, improving impressions and click-through rates. Led end-to-end webinar delivery using HubSpot, from landing pages and workflows to live hosting and post-event lead nurturing, driving increased attendance and high-intent leads.



Delivered SEO-optimised blog content targeting high-value keywords to improve search visibility, supported brand growth with on-brand graphic design, and launched new eLearning courses that generated new customers and revenue. Managed the full HubSpot ecosystem, increasing email engagement and course uptake across funded and paid programmes.

REDDOOR IT - MARKETING MANAGER (FEB 2025 - DEC 2025)



Drove significant multi-channel growth. On LinkedIn alone, achieved a +136% increase in impressions, +150% rise in reactions, and a +47% uplift in followers compared with the previous period. Overall, achieved a 30% increase in web visits and leads over previous period.



Content & Asset Creation: Developed a wide range of marketing materials, including brochures, flyers, product sheets, and interactive PDFs, to showcase IT, cybersecurity, and tech services. Each asset was tailored to sector-specific pain points, clearly communicating value and differentiation.



Email Marketing: Designed and launched segmented email campaigns in ActiveCampaign, delivering strong open rates, click-through rates, and lead generation. Campaigns promoting Cyber Essentials for Lawyers drove increased sign-ups and measurable conversions.



Managed Google Ads campaigns with a £1,000 monthly budget, generating a steady flow of high-quality leads and driving strong uptake of Cyber Essentials services among legal aid lawyers.

HFH HEALTHCARE - MARKETING COORDINATOR (MAR - NOV 2024)



20% increase in website visits



30% increase in new users



35% increase in new enquiries



20% increase in attendees at events for NHS professional partners



Improved SEO performance for target keywords, such as 'complex care'

WILSON GROUP - MARKETING ASSISTANT (APR 2023- JAN 2024)



105% increase in Website visits



35% increase in new users



65% growth in conversions



25% increase in sales on our web-shop

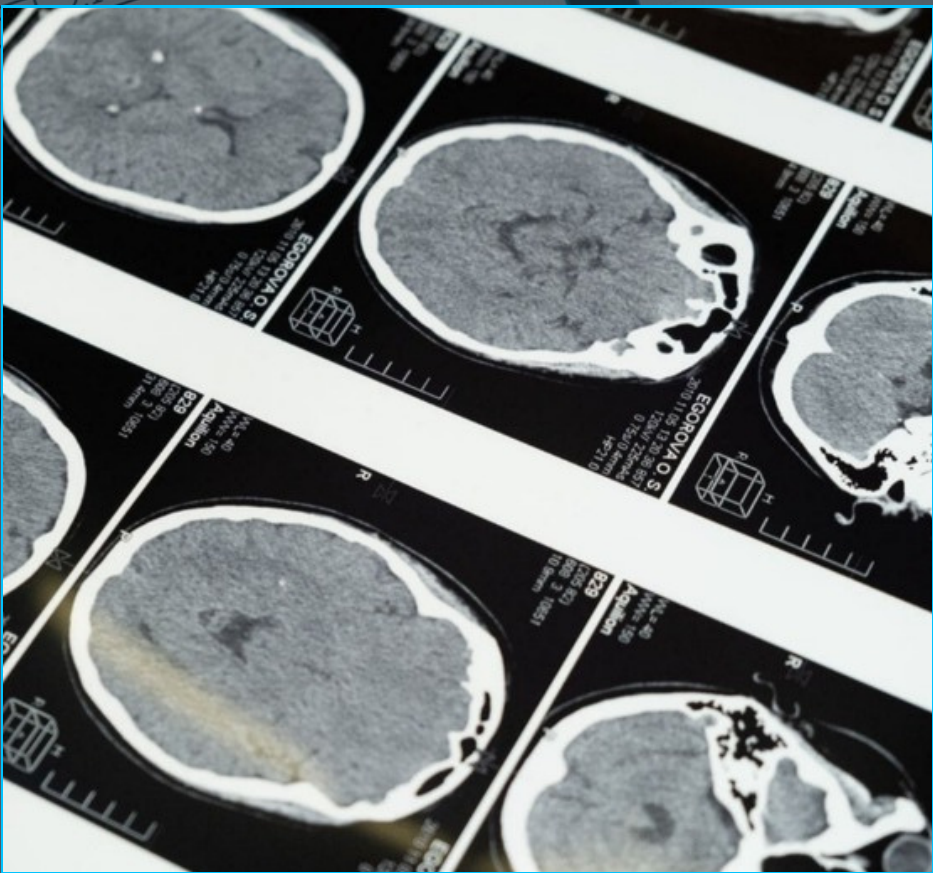


Expanded the web-shop substantially, launching a range of new fans, pumps and motors.



Greatly increased SEO performance for target keywords, such as 'pump repair'.

Past Projects



AHMED'S STORY

[View now](#)



BRANDON'S STORY

[View now](#)



KHALIL'S STORY

[View now](#)

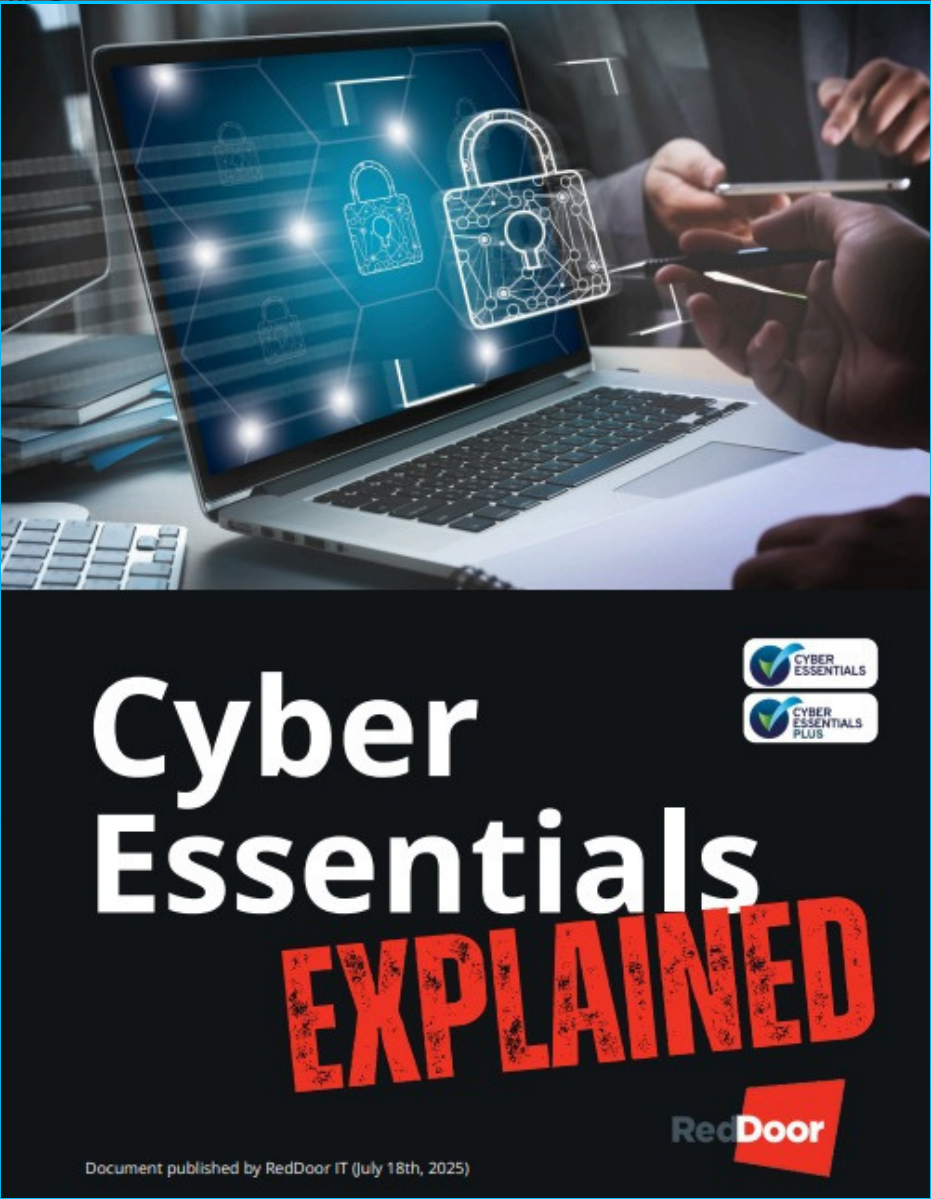
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Recent Projects



REDDOOR IT: ROAD SIGN

For this road sign, I designed the graphic, took it to print, assembled it and set it up. It was strategically placed in a busy part of Croydon, where around 11,000 vehicles go past each day, helping put RedDoor IT on the map.



REDDOOR IT: CYBER ESSENTIALS EXPLAINED GUIDE

I created a simplified guide of the Cyber Essentials certification, helping businesses to learn about the qualification, build up skills and take their cybersecurity to the next level. The guide can be found [here](#).



REDDOOR IT CASE STUDY: HELPING DOBSONS LAW SECURE CYBER ESSENTIALS

In RedDoor IT's latest case study, we worked with Dobsons Law, helping them secure Cyber Essentials certification. This allowed them to comply with their supply chain requirements and improve their cybersecurity posture, appearing more professional and secure to their clients. The full case study can be found [here](#).

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About Me

I'm a First Class Economics & Politics graduate passionate about deliverling exceptional Digital Marketing (DM) projects. I possess over three 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.

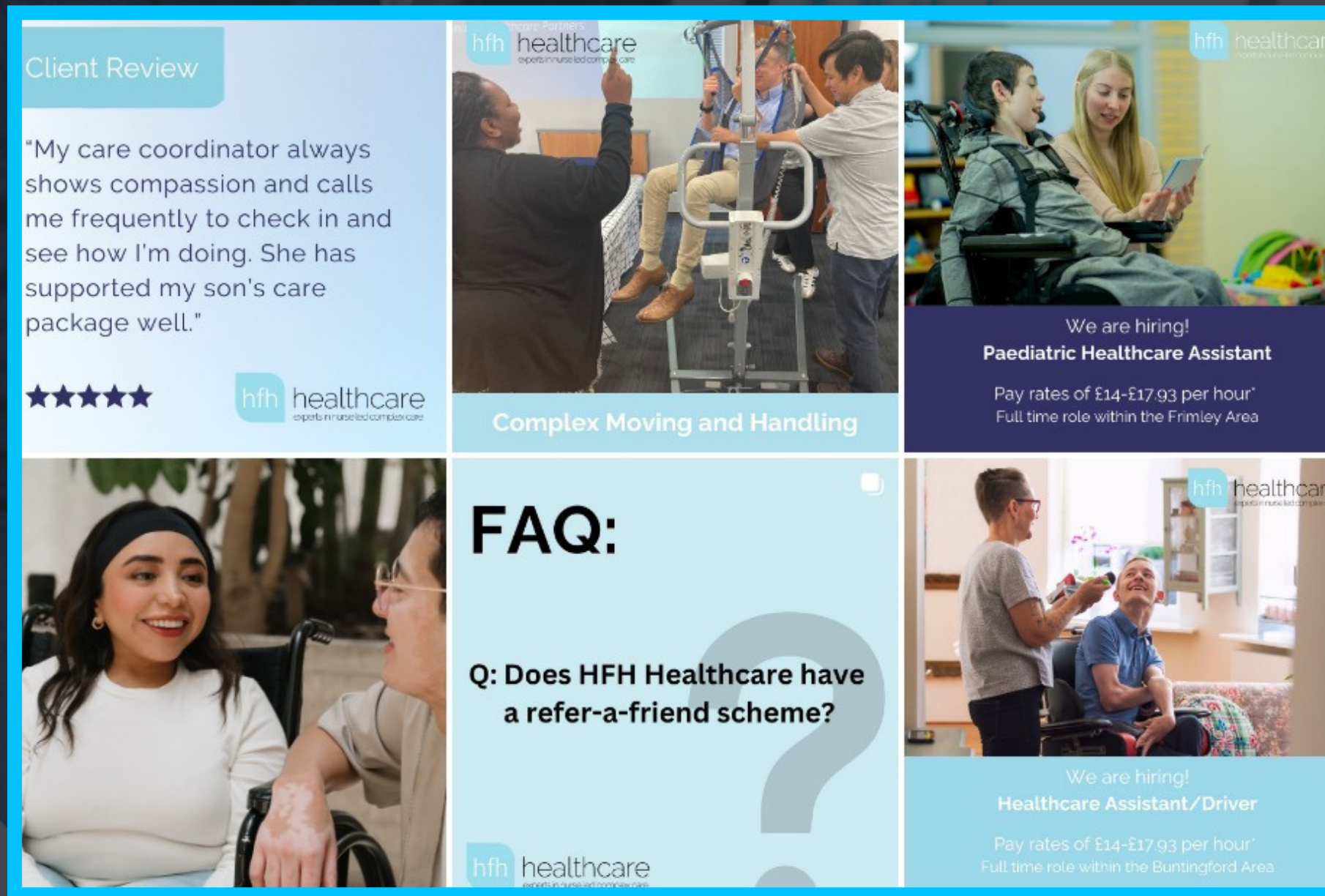
My skillset encompasses SEO, Web Development, E-mail Marketing, Social Media Management, Analytics & Reporting, Photography, Videography and Copywriting. I specialise in creating engaging copy that is SEO-optimised, and attracts business enquiries, sales and traffic.

Out of work you can find me at the gym, playing sports, cooking, reading, or spending quality time with family and friends!



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Brand Identity - HFH Healthcare



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

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My Best Works - HFH Healthcare

HFH HEALTHCARE QUALITY ACCOUNT 2023/2024

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 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 believed it showed off the exemplary complex care delivered by HFH Healthcare.

[LEARN MORE](#)[LEARN MORE](#)

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Professional Skills

With over three 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 and more.)



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



Copywriting: (Utilising 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)

Get In Touch Today



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Thank You

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

CONTACT ME