

THOMAS JUHANI WALKER

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WORK EXPERIENCE

Owner and Freelancer – Business Medics Australia December 2021 – Now.

As a highly experienced SEO consultant, I decided to leave my regular job and launch Business Medics Australia in late 2021 (<https://businessmedics.com.au/>).

I now specialise in helping small to medium businesses grow online and support agencies with their clients through digital marketing channels (SEO and content marketing) and have since taken on multiple clients in various industries, continuing to help them compete online.

Services include;

- Search engine optimisation across a variety of industries, which includes strategy, technical SEO, Google business optimisation, content strategy, on-page and off-page SEO, link building and more.
- Offer white label SEO and consultancy services and do so for my previous agency (strategy, assistance to account managers and implementing changes to client websites).
- Provide content marketing services.

September 2021 – November 2021

Career break - Plans to start as a sole trader.

Senior SEO Manager – Amire Digital**October 2019 – September 2021**

- Upon joining Amire, I managed a team of 5 SEO experts, leading the most important client campaigns and delegating tasks to juniors.
- I also mentored and taught SEO executives how to develop their digital marketing skills through various tools and strategies.
- I represented and presented for the company in various internal and external meetings.

Senior SEO Consultant – Complete Digital**July 2016 – September 2019**

- I joined a startup agency where I became their senior SEO consultant. I looked after multiple accounts and represented the agency in meetings.
- I was one of two senior consultants who would look after the company's pool of clients from an SEO perspective, leading the accounts and delegating to juniors.

SEO Freelancer - Worked For Myself**March 2016 – July 2016**

I worked on SEO projects using various freelancing platforms for work.

SEO Specialist – Starcom Mediavest Group**October 2015 – March 2016**

Responsibilities primarily involved working on Honda UK but eventually included working on Stubhub.co.uk, P&O Ferries & Powder Byrne.

Duties included:

- Technical –
 - Content optimisation / uploading content to a client's website once approved (Honda and StubHub).
 - Providing Meta recommendations for improved visibility for existing content/pages (Honda).
 - Site Audits:
 - Web visibility analysis for new business.
 - Site health checks/solutions for existing clients (Powder Byrne, Honda).

- Keyword research (P&O Ferries).
- Forecasting and rankings (P&O Ferries).
- Reporting & Insight –
 - Monthly SEM reports for Honda – 7 reports broken down by product – I.e. vehicle type, such as car, bike, etc.
 - Weekly & Monthly reports for P&O Ferries – Traffic, rankings, performance and insights.
 - Weekly report for StubHub - Insights on rankings and current trends along with weekly traffic and top landing page performances.

SEO Executive – STEAK Digital

August 2013 - October 2015

I have worked on a number of accounts at STEAK, but my major responsibilities were Kwik Fit Insurance Services and Express Insurance Services accounts.

- **Outreach And Creative –**
 - Adding & optimising content from a pre-planned content calendar + self-written press releases to support existing campaigns.
 - Link building.
 - Building working relationships with leading social media influencers and bloggers.
 - Liaising with newspapers and journalists to help support campaigns.
 - Uploading on-site blog content to support campaigns as agreed with the client.
 - Liaising with developers on campaign projects
 - Working with copywriters to add content to client websites.
- **Technical –**
 - Content Gap Analysis
 - Keyword Research.
 - Technical Site and backlink audits for existing clients and potential new businesses.
 - Competitor Analysis.
 - Building XML and HTML Sitemaps.
 - Meta Title and Description Recommendations.

- Link Removal + Categorisation of links that could potentially cause penalties.
- Weekly / Monthly reporting and providing insights.

Search Engine Executive – Totally Communications March 2013 – August 2013

SEO department – Organic Traffic Optimisation. (Note that before joining Totally Communications, I had been travelling, hence the time gap.).

Link Build Specialist – Win Technologies

April 2008 – June 2012

I was responsible for driving traffic to the company's UK website through online search engine optimisation techniques.

IT Security Specialist – CareTower Ltd

June 2007 – September 2007

Sales: Cold-calling to generate sales leads for various IT packages.

SKILL-SET

1. **IT:** Windows Office – Comfortable with using Excel functions for the purposes of SEO.
2. **HTML and CSS:** I have good experience with WordPress, Shopify, Magenta and other content management systems. I am also able to comfortably code in both HTML and CSS and have a small understanding of PHP.
3. **Languages:** My first language is English, however, I am half Finnish and therefore am fluent in Finnish too. I can speak and write, however, my grammar ability is not as strong as my verbal.
4. **CMS:** Strong understanding of CMS systems including WordPress, Shopify, WIX, Drupal + Others
5. **SEO Tools:**

Technical: Screaming Frog, Google Analytics, Search Console, Tag Manager.

SEO Tools: Ahrefs, Majestic SEO, MOZ Open Site Explorer, Surfer SEO

AI Tools : CHATGPT, Gemini, Perplexity, DeekSeek

SERP Tracking: STAT search analytics, Advanced Web Ranking and SEM Rush.

Outreach: Followerwonk, Gorkana Media Database and BuzzSumo.

EDUCATION

London Metropolitan University – BSC in Multimedia Computing Degree Obtained
– **2003 to 2006**

Le Bocage International School, Mauritius – International Baccalaureate
– **2001 to 2003**

Alice Smith School. Kuala Lumpur, Malaysia – IGCSE
– **1998 to 2000**

Hobbies and Interests

My main interests outside of work are music, sports, video games & music, and digital marketing.

I have, during my younger years, played in several different bands over the last few years and enjoy writing songs. Self-written and performed tracks - <http://soundcloud.com/tomsrock>.

Other interests include travelling and online marketing.