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# Clint Ward Covering Letter

**Senior Creative Graphic Designer** // **Brand & Marketing Manager** // **Business Growth Guru** // **Google Ranking & Local SEO Expert...**

021 11 44 014 // clint@xdc.nz // 24 Sheridan Drive, Rolleston, NZ.

XDC.NZ
XClint Design+Creative
More Business Designed!

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*Re: Application for the Designer Role.*

### Hi Team!

### I'm genuinely excited to apply for your role.

With over 25 years of experience as a Senior Graphic Designer, Information Presentation Specialist, Frontend and Backend Webmaster, and Marketing Manager, I bring a deep and diverse skill set in graphic design, branding, digital marketing, logo design, signage, web design, SEO, SEM, and more.

My career has spanned both corporate environments and running my own creative agency—XDC.NZ—since 2005, where I've delivered end-to-end design and marketing solutions with a friendly, upbeat approach.

### My Background & Experience...

After earning a double degree in Visual Communications (Advertising Design & Marketing, and Graphic Design including Photography), I was headhunted by Saatchi & Saatchi Christchurch to join their agency on contract. Over the years, I've developed deep expertise in data-driven design and information presentation, creating complex visual content for major clients including:

• Stuff, NZME, MorningStar, NZX, ASX, BNZ, TAB NZ (NZRB), and others across Australasia.
• High-impact national print campaigns, TV infographics, and large-scale signage projects.
• Data visualization and stakeholder reports tailored to both public-facing and internal corporate audiences.

Alongside this, I've successfully operated XDC.NZ, collaborating closely with clients and account managers to deliver branding, print, signage, logo design, web design, UX, and content creation across a wide range of industries. I'm highly proficient in:

• Graphic design and print production
• Signage design, including layout, material advice, install-ready files and installation
• Digital strategy (SEO/SEM), Google Ads, Tag Manager, Google Analytics 4, and Social Media
• Meta Ads Manager and Business Suite
• CMS platforms: WordPress, Wix, Squarespace, RocketSpark, and Shopify.

### Key Strengths & Technical Expertise...

• Graphic & Digital Design: Adobe Creative Suite expert (InDesign, Illustrator, Photoshop), delivering production-ready designs that meet high-quality standards. Known for precision, consistency, and a commitment to top-tier creative output.
• Signage Design & Customer Collaboration: Transform customer ideas into visual masterpieces, offering expert guidance on design, materials, branding, and marketing. Work closely with account managers to ensure client satisfaction and alignment.
• Web & UX/UI Design: Skilled in designing responsive, user-focused websites using WordPress, Wix, Squarespace, RocketSpark, and Shopify, including eCommerce functionality and content integration.
• Branding & Asset Management: Strong background in maintaining brand consistency, developing style guides, managing typography, and handling product data and brand assets.
• Marketing & SEO: Advanced knowledge of SEO strategies, digital advertising, campaign deployment, and analytics tools including Google Ads, Mailchimp, HubSpot, SEMrush, RankMath and more.
• Commercial & Strategic Acumen: Proven ability to analyze data, optimize marketing efforts, boost engagement, and reduce costs through smart, strategic decisions.

### Why I'm a Great Fit for your company...

I'm passionate about creative design, attention to detail, customer collaboration, strategic marketing, and visual storytelling. I excel at transforming complex information into clear, compelling, and accessible designs. With extensive experience in corporate reporting, stakeholder communication, and data visualization, I help bring business strategies to life through innovative design, signage and other marketing solutions.

Beyond technical expertise, I thrive in collaborative environments—working seamlessly with designers, marketers, and stakeholders to develop engaging, results-driven content. My background across agency, corporate, and freelance settings has made me highly adaptable, capable of integrating quickly into any team, leading projects, and delivering meaningful impact.

I'd love the opportunity to discuss how my skills and experience align with your goals.

Please feel free to reach out anytime—I look forward to connecting.

Best regards,
*Clint Ward*

## Background

## SEO Strategy and Implementation

### SEO – The Game Changer

Search Engine Optimization (SEO) is the backbone of online visibility.
It's not just about ranking higher on Google; it's about driving quality traffic, increasing engagement, and converting visitors into loyal customers. I specialize in results-driven SEO that works—no fluff, just measurable impact.

### Keyword Research & Content Strategy

SEO begins with research. I dive deep into keyword analysis, uncovering the best terms that align with both user intent and business goals. My approach ensures a strategic mix of primary, secondary, and long-tail keywords to capture a broader audience while maintaining relevance.

### The Power of High-Impact Content

Content isn't just king—it's conversion gold. I craft compelling, keyword-optimized content that resonates with your audience and boosts engagement. This includes:

✔ Landing pages that convert

✔ Engaging blog posts that rank & drive traffic

✔ SEO-rich product/service pages that sell

✔ Informative FAQs to capture voice searches

### On-Page SEO Optimization

On-page SEO ensures your website speaks Google's language. I optimize:

◆ Meta Titles & Descriptions – Making your listings click-worthy

◆ Header Tags (H1-H6) – Structuring content for readability & SEO impact

◆ Internal Linking – Boosting site structure & authority

◆ Image Optimization – Compressed, named, and tagged for better search-ability

### Technical SEO & Performance Optimization

A fast, well-structured website enhances both user experience (UX) and rankings. I conduct:

🚀 Page Speed Optimization – Because faster sites rank & convert better

📱 Mobile-Friendliness Checks – Ensuring seamless browsing

🔍 Schema Markup – Boosting rich snippets & visibility

🕷 Crawl-ability & Indexing Fixes – Ensuring Google sees every important page

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# Clint Ward CV
### Senior Creative Graphic Designer // Brand & Marketing Manager // Art Director // SEO Guru…
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## Background

## Link Building, Local SEO & Digital PR

### Link Building – Strengthening Authority

Backlinks remain a core ranking factor.

I use white-hat strategies to build high-quality, relevant backlinks from authoritative sites.

My methods include:

🎤 Digital PR & Outreach – Getting featured on high-traffic industry blogs

🛠️ Broken Link Building – Turning lost opportunities into traffic gold

### Local SEO – Dominating Christchurch (Your Key Local Area)

For businesses targeting a local audience, Google Business Profile (GBP) optimization is key. I ensure:

📍 Accurate NAP (Name, Address, Phone) data

📷 Optimised images with keyword-rich file names

⭐ Reviews & Reputation Management to boost credibility

📊 GBP Insights Tracking – Measuring clicks, calls, and engagement

### SEO Reporting & Ongoing Optimization

SEO isn't a one-and-done deal. I provide:

📈 Comprehensive SEO Audits – Identifying growth opportunities

📊 Monthly Reports – Transparent insights into rankings, traffic & conversions

⚡ Strategy Adjustments – Adapting to Google's ever-evolving algorithms

## Google Analytics 4, Google Tag Mnager & Looker Studio Dashboards

### Google Analytics 4 (GA4) Configuration

GA4 is a powerhouse for tracking user behavior and website performance.

Whether setting up GA4 for a new site or migrating from Universal Analytics, I ensure a seamless setup, including:

✔️ Custom Event Tracking – Button clicks, form submissions, video plays

✔️ Enhanced Measurement Activation – Automatic tracking of key interactions

✔️ Conversion Tracking – Monitoring purchases, leads, and engagement metrics

GA4 does not backfill historical data, so I ensure your new property starts collecting valuable insights immediately.

### Looker Studio – Data at Your Fingertips

I create automated, real-time dashboards in Looker Studio (formerly Google Data Studio), giving you instant insights into:

📊 Website Traffic & User Behavior

📣 Social Media Performance – Tracking clicks, shares & engagement

🎯 Advertising ROI – Comparing ad performance across platforms

📍 Local SEO & GBP Insights – Measuring map views & direction requests

Having a custom, easy-to-read dashboard saves time & effort, making data-driven decisions effortless.

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## Background

## Google Search Console & SEO Software Mastery

### Google Search Console (GSC) Configuration & Error Resolution

GSC is a must-have tool for monitoring search performance and identifying technical SEO issues.

I handle:

✔️ Domain Property Setup & Verification – Ensuring full tracking across all subdomains

✔️ Sitemap Submission – Helping Google index pages faster

✔️ URL Inspection & Index Coverage Reports – Fixing crawl & indexing issues

### Key SEO Metrics from GSC

🔍 Total Clicks & Impressions – Understanding how often your site appears in searches

📊 Click-Through Rate (CTR) Analysis – Improving low CTR pages with better metadata

📌 Ranking Position Trends – Tracking keyword performance over time

🚀 If a site isn't ranking well, I analyze missing keywords and rewrite content to align with Google's latest search intent algorithms.

### SEO Tools & Platforms I Use

I leverage premium SEO software to analyze, optimize, and track performance, including:

🧐 Screaming Frog & RankTracker – Comprehensive site audits for technical SEO

🔍 SEMRush & Ahrefs – In-depth competitor analysis & backlink audits

🛠️ MOZ Pro – Keyword tracking & SEO issue detection

📌 Yoast SEO, Rank Math, RankTracker, Ahrefs and AIOSEO – For on-page SEO plug-ins for WordPress

*Example*: One of my top-performing clients, Freeman Irrigation, ranks at Position #1 on Google and continues to see growth due to my strategic SEO refinements. Same for IBT (Industrial Brake and Tracks). Panther Property Management is my latest project completed, full Branding (Print and Signage), Website and SEO project.

## Creative SEO & Marketing is a thing of beauty! 🎯

SEO and Marketing isn't just about ranking (and looking great)—it's about driving targeted traffic, increasing conversions by way of great design, Calls-To-Actions, and amplifying brand visibility. Whether it's technical fixes, content optimization, or local SEO dominance, I ensure businesses get seen, be trusted, get clicked, and get chosen—every time–that's my passion!

🚀 *Combining my Database and SEO technical experience with high-quality Graphic Design, Website Design and UX experience, I create superior compelling, accessible Digital Designs and Footprints that are SEO powerhouses!* 🚀