

LIAM BORG

DIGITAL MARKETING MANAGER

linkedin.liamborg.com | liamborg.com

PROFILE

Digital marketing, outreach & SEO specialist proficient in personalized cold email outreach, domain assessment, and performance analytics. Adept at team management, A/B testing, and enhancing efficiency. Background in digital marketing, sales and project management. MSc in Strategic Management and Digital Marketing.

TOP SKILLS Search Engine Optimisation (SEO), Conversion Rate Optimisation (CRO), Off-Page SEO & Link Building

WORK EXPERIENCE

DIGITAL MARKETING MANAGER

The Multiple

May 2025 - Present

- Direct digital acquisition activities for >10 casino operator brands, leading both internal and remote SEO teams to achieve traffic and conversion goals.
- Oversee conversion rate optimization (CRO) for >5 casino operators, using GA4 & server-side data to improve user experience & increase FTDs.
- Oversee SEO strategy and execution for diverse casino brands, deploying websites rapidly while managing domains, DNS, and funneling authority to protect & strengthen each brand's online presence.

OUTREACH MANAGER

The Multiple

May 2024 - May 2025

- Managed end-to-end email marketing campaigns using HTML/CSS templates, while optimising deliverability, open rates, CTR, and conversions.
- Built and ranked a portfolio of 16 static affiliate websites to drive traffic, registrations, and first-time deposits.
- Collaborate with the MarTech team to deliver and optimise CRM and advertising campaigns.
- Hired and managed a team of 4 link builders, 2 UX/UI designers and 1 web developer, along with a junior in-house employee.

WORK EXPERIENCE

LINK BUILDING SPECIALIST

Gain Changer

March 2024 - June 2024

- Revamped the entire link-building workflow by leveraging Pitchbox to increase efficiency, eliminate redundancies, & optimise partnerships with reliable freelancers.
- Planned & executed off-page SEO strategies in alignment with the technical SEO team, managing outreach, communication, and publication of >60 articles/ month.
- Built and maintained strong client relationships through consistent communication, delivering measurable results that improved satisfaction, loyalty, and long-term retention.

OUTREACH SPECIALIST

Gain Changer

March 2023 - March 2024

- Forged productive partnerships with influencers, journalists, website owners/admins, and bloggers, leading to the acquisition of backlinks.
- Assessed domains using Ahrefs, Majestic, and SEMRush, ensuring that our outreach efforts are directed towards authoritative & contextually relevant websites.
- Managed multiple teams of remote and in-house data processors and achieving operational excellence by fostering skill development.
- Streamlined outreach effectiveness by implementing A/B testing methodologies, meticulously refining email templates to resonate more effectively with recipients.



EDUCATION

University of Malta

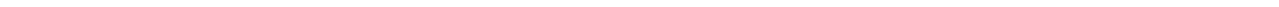
2020 - 2022

Master of Science - MSc, Strategic Management and Digital Marketing

University of Malta

2017 - 2020

Bachelor of Commerce - BCom, Marketing and Management



**THIS IS A SUMMARIZED VERSION OF MY CV.
FOR MY FULL AND MOST UP-TO-DATE CV, KINDLY
CONTACT ME DIRECTLY ON LINKEDIN.**