

Austin Enukei's

Portfolio

Hello!

I'm Austin Enukei

Results driven Digital Experience Specialist with years of experience designing, building, and optimising high-performance websites, digital products, and user-centred interfaces across B2B and B2C sectors.

Proven ability to own the full digital experience life cycle from concept and design through technical implementation, performance optimisation, and measurable business outcomes.

Contact

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[linkedin.com/in/austinenukei](https://www.linkedin.com/in/austinenukei)

Birmingham, United Kingdom

Skills

Critical Thinking



Web Design & Development



Digital Marketing & SEO



PPC & Paid Advertising



AI-Integrated Marketing



Digital Experience Specialist

Experience

Digital Experience Specialist

Veenak International Logistics (Parent) &
Veenak Veterinary Supplies - Birmingham, UK
2023 - Present

- Designed, developed, and implemented an AI-powered customer enquiries chatbot that integrates website workflows with internal email systems to automate customer enquiries, improve customer experience (CX), reduce response times, streamline support operations, and increase customer satisfaction by 95.7%.
- Grew organic traffic to 7,300 active users and 13,000+ monthly page views, making organic search the primary acquisition channel.
- Led an email marketing programme, achieving a 13% uplift in open rates and 9% click-through rates, contributing directly to customer retention and repeat engagement.

Performance Marketing Executive

Pharmgate Ltd | Logistics & Consulting -
Wolverhampton, UK
2022 - 2023

- Designed and executed PPC campaigns that increased sales revenue by 20%, making it the primary driver of new business growth during the period.
- Built analytics reports assessing digital performance, campaign efficiency, and lead quality for senior management decision-making.

Certifications

Google Ads Measurement Certification

Google Digital Academy (Skillshop)

Prompt Design in Vertex AI

Google Cloud Skills Boost

Digital Advertising

SEMrush Academy

Customer Experience for Business Success (CX)

HP LIFE

Describe Cloud Concepts

Microsoft Azure Fundamentals

Responsible AI: Applying AI Principles

Google Cloud

Education

Federal Polytechnic, Auchi

Diploma In Fine & Applied Art/Graphic Design

KEY PERFORMANCE INDICATORS

PERFORMANCE SCORECARD – EVIDENCE-BASED ASSESSMENT (2024–2026)

The following scorecard is drawn from verified platform data across GA4, SEMrush, Ubersuggest, Google Ads, Microsoft Advertising, FlippingBook, and Mailchimp. All ratings reflect measurable, evidenced outcomes.

Area	Rating	Comments
Website Performance	★★★★★ (5/5)	GTmetrix Performance Score of 99%, Structure Score of 90%, excellent Core Web Vitals, and fast page load speeds demonstrate outstanding website performance and technical optimisation.
Search Engine Optimisation (SEO)	★★★★★ (5/5)	Organic rankings improved significantly, SEO Health Score reached 99/100, multiple keywords rank in Top 3 and Top 10 positions, and organic search remains the leading traffic source.
Local SEO (Google Business Profile)	★★★★★ (5/5)	SEMrush Map Rank Tracker shows Position #1 across the entire Birmingham service area, 71.14% Share of Voice, and 100% "Good" rankings. Excellent local search visibility.
Google Ads/Microsoft Ads Performance	★★★★½ (4.5/5)	Strong conversion rates, cost-effective CPC, high impressions, and consistent lead generation across search and display. Microsoft Ads running alongside.
Exhibition & Event Marketing	★★★★½ (4.5/5)	Boosted event attendance by 8% through targeted pre-event digital campaigns, generated 11.21% qualified leads through post-event follow-up.
Organic Traffic Growth	★★★★★ (5/5)	Google Analytics data demonstrates sustained growth in users, sessions, and organic visibility. Organic search continues to be the dominant acquisition channel.
Website User Engagement	★★★★ (4/5)	Engagement time improved significantly from early reporting periods. Continued optimisation could further increase session depth and page interaction.
Email Marketing	★★★★ (4/5)	Strong delivery rates and several high-performing campaigns. Open rates remain healthy, but click-through rates can be further improved through segmentation and automation.
Digital Catalogue Performance	★★★★½ (4.5/5)	9,400k + catalogue views, 3,400k unique visitors. Strong CTA activity and engagement among target professionals.
Social Media Marketing	★★★★ (4/5)	Facebook campaigns generated reach, engagement, video views, and leads. Performance remains positive but offers room for increased audience growth and engagement.
Lead Generation	★★★★½ (4.5/5)	Strong contact form submissions, page-view conversions, catalogue interactions, and advertising-driven enquiries contributed to measurable lead generation.
Brand Awareness	★★★★★ (5/5)	Significant improvements in search visibility, local rankings, paid reach, catalogue distribution, and branded keyword performance strengthened brand recognition.
User Experience (UX)	★★★★★ (5/5)	Fast load times, excellent Core Web Vitals, stable layout performance, and improved engagement metrics indicate a highly effective user experience.
Content Marketing & Product Promotion	★★★★ (4/5)	Product catalogues, email campaigns, product pages, and promotional content supported visibility and engagement. Additional content expansion could further improve authority.
Overall Digital Marketing Performance	★★★★★ (5/5)	The combined impact of SEO, Local SEO, PPC, website optimisation, email marketing, social media, and digital catalogues has delivered substantial growth in visibility, engagement, and business value.

Overall Digital Marketing Performance Score: 4.7/5 (94%)

CASE STUDIES

01 | SEO Growth & Search Visibility Strategy

Business Challenge:

A regulated B2B organisation needed to improve organic visibility, search rankings, and customer acquisition through search.

Approach:

Developed and executed an end-to-end SEO strategy including technical SEO, content optimisation, keyword targeting, authority building, and performance monitoring. Created a board-level AI visibility growth strategy focused on sustainable search growth and future AI-driven discovery channels.

TRADITIONAL SEO VS. AEO & GEO

Traditional SEO	AEO & GEO
Optimize for search engine rankings	Optimize to be the cited answer
GOAL	GOAL
Rank on page one	Be quoted in the AI answer
OPTIMIZES FOR	OPTIMIZES FOR
Keywords & backlinks	Clarity, structure & entities
CONTENT FORMAT	CONTENT FORMAT
Long-form pages	Direct, quotable answers
SUCCESS METRIC	SUCCESS METRIC
Clicks & rankings	Citations & share of answer
PRIMARY SURFACE	PRIMARY SURFACE
Search results page	AI Overviews, ChatGPT, Perplexity

02 | PPC Campaign Management, Paid Search & Lead Generation

Business Challenge:

The business required a scalable lead generation strategy capable of increasing visibility, attracting qualified prospects, and generating enquiries while maintaining cost-effective advertising spend.

Approach:

I planned, built, and managed paid search campaigns across Google Ads and Microsoft Advertising. Campaign structures were designed around customer search behaviour, commercial intent, and business objectives.

Using performance data, I continuously refined keyword targeting, audience segmentation, bidding strategies, ad copy, and landing page alignment to improve campaign effectiveness. Conversion tracking was implemented to measure results accurately and ensure advertising spend was focused on activities that delivered the greatest business value.

Results:

- Achieved 82.25%+ search visibility and reached an SEO health score of 99/100.
- Multiple Top 3 and Top 10 keyword rankings.
- Organic search became the leading acquisition channel, consistently outperforming paid traffic.
- Increased domain authority & search presence.
- Improved Brand Discoverability.
- Position #1 across the full local service area with 71.14% share of voice in local SEO.

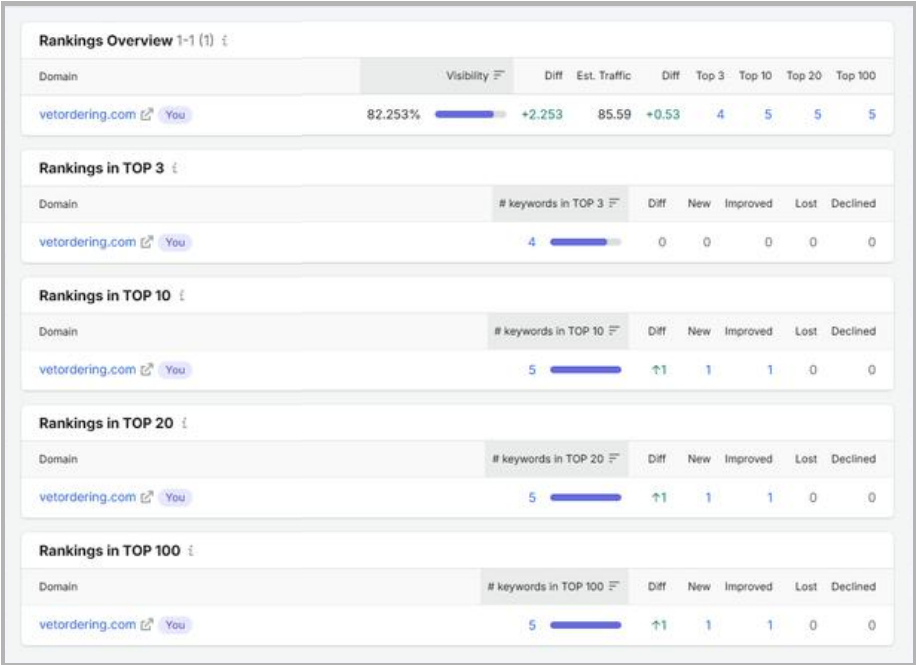


Image: SEMrush Rankings Screenshot - SEO Ranking Performance demonstrating Top 3, Top 10, and Top 20 keyword visibility improvements and increased search presence.

Results:

- Managed £18,500 annual PPC budget, reducing cost-per-click by 13% while improving ROAS.
- Generated 16,473 impressions and 1,789 clicks with a 10.86% CTR across the reporting period.
- Maintained average CPC of £1.09 across campaigns, well below industry benchmarks.
- Microsoft Advertising delivered 59,319 impressions and 1,180 clicks at an average CPC of £0.28.
- Drove consistent lead volume growth through targeted keyword and audience strategies.

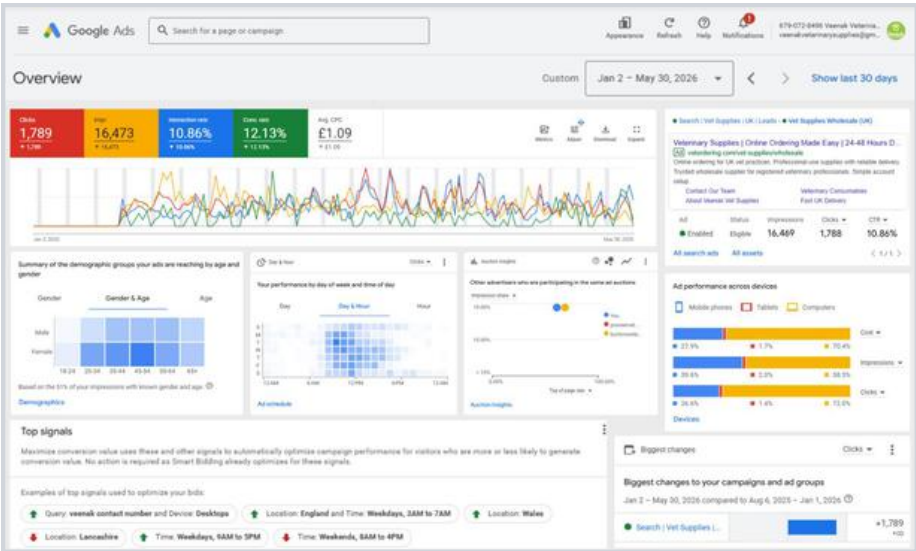


Image: Google Ads Performance Dashboard showing impressions, clicks, CTR, conversions, cost-per-click, and campaign performance trends.

03 | Conversion Rate Optimisation, Analytics, KPI Reporting & Business Intelligence

Business Challenge:

Leadership required greater visibility into marketing performance and customer behaviour. Marketing data existed across multiple platforms, making it difficult to measure effectiveness, identify trends, and support informed business decisions.

Approach:

I designed and implemented a marketing analytics framework that consolidated performance data from multiple channels into clear executive dashboards and KPI reports.

Using Google Analytics 4, conversion tracking, acquisition reporting, and behavioural analysis, I created a structured reporting process that transformed complex marketing data into actionable insights. This enabled ongoing monitoring of user engagement, traffic sources, campaign performance, and conversion opportunities while supporting evidence-based decision making.

04 | Digital Catalogue Creation & Digital Content Accessibility

Business Challenge:

The organisation relied heavily on traditional printed product materials, creating limitations in accessibility, distribution, content updates, and customer engagement. There was a need to modernise how product information was presented, improve customer access to product resources, reduce dependence on printed catalogues, and support more sustainable business practices.

Approach:

I designed and implemented a digital catalogue programme using an interactive publishing platform, creating digital catalogues into an accessible online resource. The catalogue was integrated into wider marketing activities, including website content, email campaigns, sales communications, and customer engagement initiatives. The digital-first approach enabled customers to access product information on demand, simplified content distribution, reduced printing requirements, and provided measurable performance insights through analytics and customer engagement tracking.

Results:

- Delivered a 200% conversion increase, followed by a further 33% uplift through ongoing CRO initiatives.
- Built executive KPI reporting framework using GA4 and Looker/Data Studio, cited in board-level performance reviews for improved customer engagement.
- Identified top navigation flows and user behaviour patterns that improved customer engagement and enhanced marketing efficiency.
- Increased website and social media engagement by 86% through data-led campaign decisions.

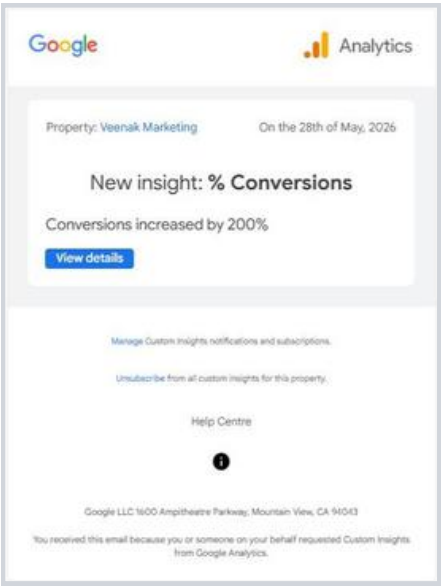


Image: Google Analytics Alert
Google Analytics Insight showing a 200% increase in conversions following ongoing optimisation initiatives.

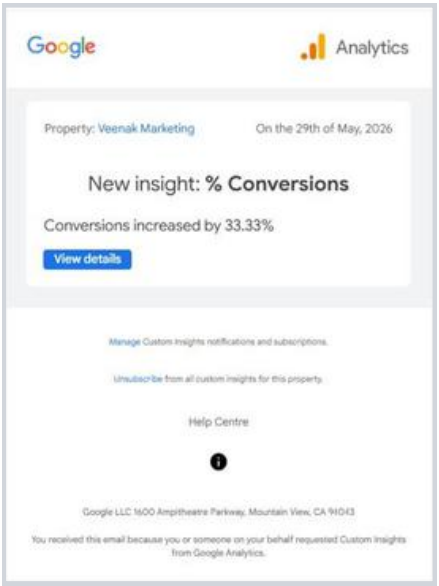


Image: Google Analytics Alert (33.33%)
Continued conversion growth demonstrating sustained optimisation and performance improvement.

[Google Analytics Dashboard View Link](#)

Results:

- Created and launched an interactive 87-page digital product catalogue.
- Achieved 17,700+ total catalogue views for 2024, 2025 and 2026.
- Generated 9,400+ views within the last 12 months (Jun 2025 - Jun 2026).
- Attracted 3,400+ unique visitors through shares, CTA interactions.
- 90.3% desktop usage and engagement over a multi-year period.
- Established a scalable digital content asset supporting sales, marketing, and customer education activities.

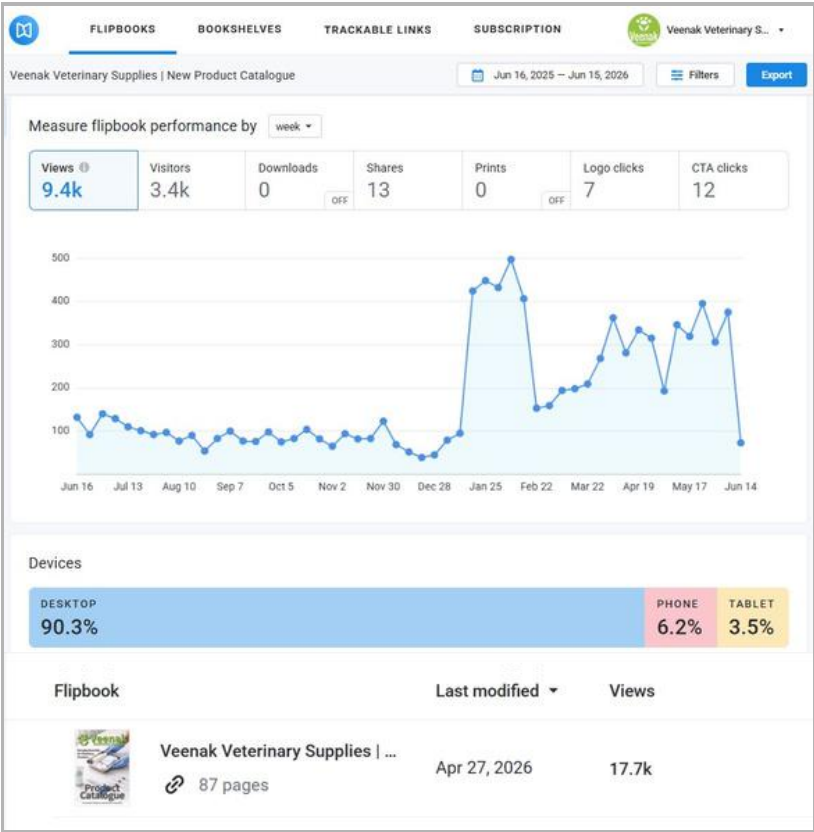


Image: Flipping Book Analytics & Performance Dashboard.

05 | Customer Enquiry AI Workflow

Business Challenge:

Customers were contacting us across multiple channels, asking similar questions. Responses were slow and inconsistent, agents lacked context, and valuable time was lost on repetitive queries.

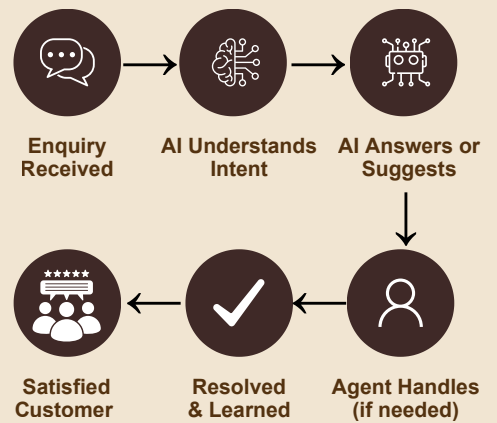
Objectives:

- ✓ Unify enquiries from all channels in one intelligent inbox.
- ✓ Use AI to understand intent and suggest best responses.
- ✓ Automate answers for common questions.
- ✓ Escalate complex issues to the right agent.
- ✓ Improve customer satisfaction and reduce response time.
- ✓ Create insights to continuously improve the service.

Key Design Decisions

- Human-centred design ensured the AI supports agents not replaces them.
- Intent-first approach improves accuracy and reduces friction.
- Clear escalation paths ensure complex issues get human expertise.
- Continuous learning loop uses feedback to make the system better daily.

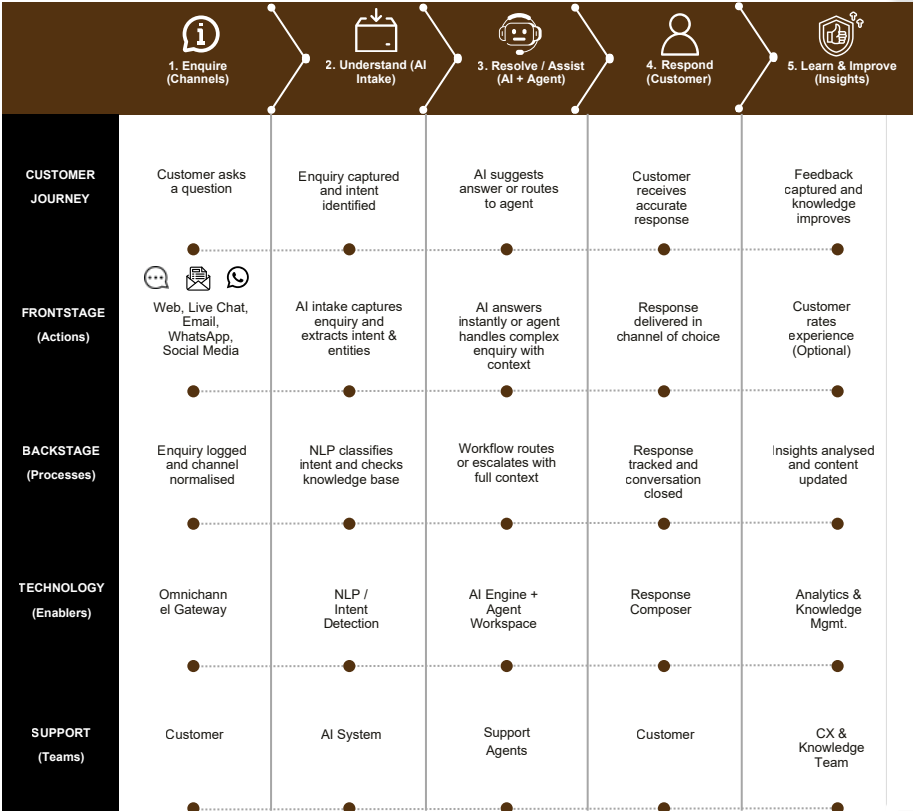
AI Workflow in Action



- ✓ Extend AI capabilities for proactive customer notifications
- ✓ Add voice (IVR) AI for phone enquiries
- ✓ Expand self-service knowledge base with AI content generation
- ✓ Predict issues and offer proactive help
- ✓ Integrate customer sentiment analysis

End-to-End Service Blueprint

Mapping the customer journey and backstage processes helped us design an AI workflow that delivers fast, accurate and contextual support.



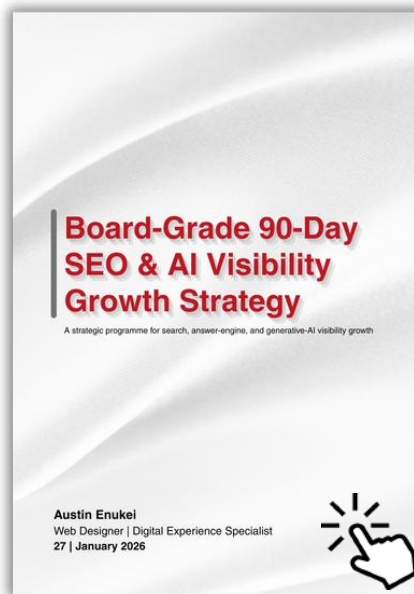
AI Bot Result: 95.7% customer satisfaction | Faster enquiry handling | Improved customer experience. 21,817 bot visits recorded year to date | 9,400+ bot visits recorded in the last 90 days | 1,566 AI bot interactions recorded year to date | AI bot accessed 135 unique pages | Weekly AI bot activity peaked at 535 hits and 198 unique pages.



AI bot traffic remained consistent throughout the year, indicating sustained customer engagement with AI assisted support.

Strategic Business Contributions

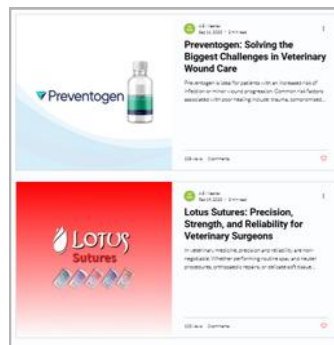
- AI, Analytics & SEO Strategic Planning
Developed a board-level 90-Day SEO & AI Visibility Growth Strategy focused on search dominance, AI citation visibility, customer acquisition, conversion optimisation, and long-term digital authority growth.
- Digital Marketing KPI Reporting & Performance Analysis – Produced executive-level KPI reporting frameworks and board-ready performance dashboards used to monitor website traffic, SEO performance, paid advertising, customer engagement, conversion activity, and lead generation across Veenak Veterinary Supplies.
- Content Marketing & Thought Leadership Development – Authored and maintained SEO-optimised website content and educational **blog** articles supporting customer education, search visibility, product awareness, authority building, and organic traffic growth.



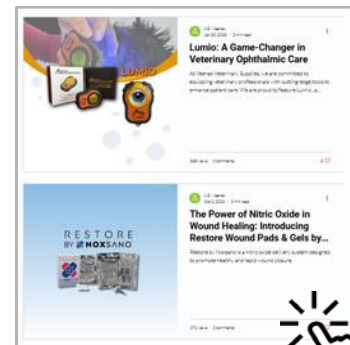
SEO & AI Visibility Strategy



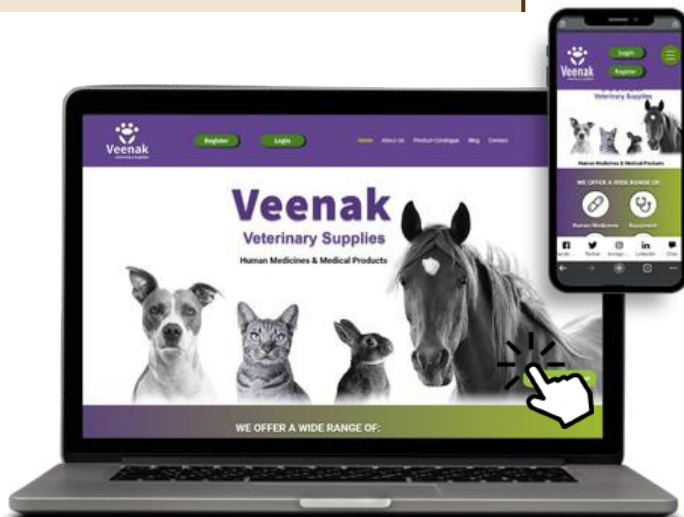
KPI Report 2024



Blog Post



Blog Post



[Veenak Veterinary Supplies.](https://www.veenakvet.com)



[Veenak International Limited.](https://www.veenakintl.com)

Website Design & Digital Presence

Designed, developed, and maintained company websites, landing pages, customer journeys, enquiry systems, and digital experiences, achieving a GTmetrix website performance score of 99%.

Design Principles



Clarity | Simplicity | Relevance | Trust | Action

Clinic Experts: Multilingual website design & digital experiences for international audiences



[Clinic Experts](https://www.clinicexperts.com)
Multilingual website design



[Peoatas Services Inc. / Peoatas Place](https://www.peoatasplace.com)

MARKETING PERFORMANCE SCORECARD (2024-2026)

EVIDENCE-BASED ASSESSMENT

Results driven digital experience specialist with years of experience delivering measurable results across SEO, GA4, UX, PPC, email marketing, social media, data analytics, digital interactive catalogues, website optimisation and AI visibility search AEO/GEO

OVERALL PERFORMANCE SCORE

4.7 / 5
(94%)

EXCELLENT PERFORMANCE

OVERALL PERFORMANCE



94%
EXCELLENT

SEO HEALTH SCORE



99 /100
EXCELLENT

SHARE OF VOICE



71.14%
#1 IN BIRMINGHAM

ACTIVE USERS



7,300+
GA4

MONTHLY PAGE VIEWS



13,000+
GA4

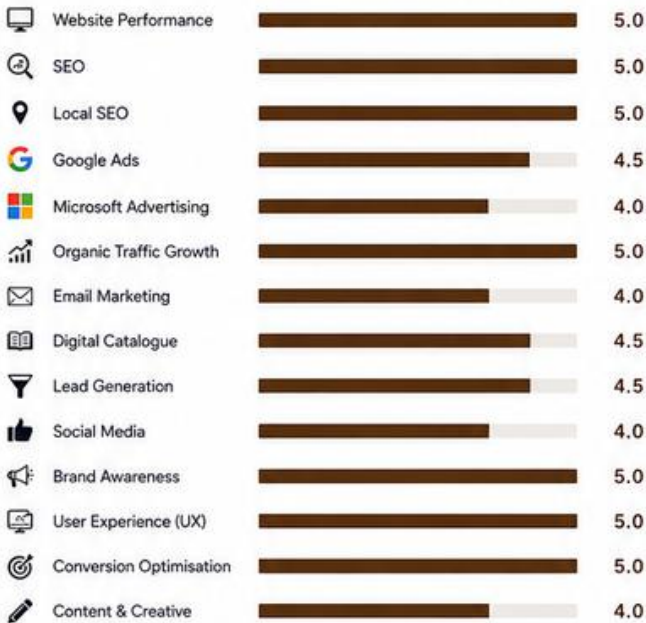
CATALOGUE VIEWS



2,000+
FLIPPINGBOOK

PERFORMANCE BY AREA

RATING (OUT OF 5)



PERFORMANCE RATING DISTRIBUTION



KEY ACHIEVEMENTS



SEO
99 /100
SEO Health Score
Top 3 & Top 10 Rankings



LOCAL SEO
#1
Birmingham Ranking
71.14% Share of Voice
100% 'Good' in Map Rank



PAID ADVERTISING
Strong Conversion Rates
Cost-Effective CPC
High Impressions



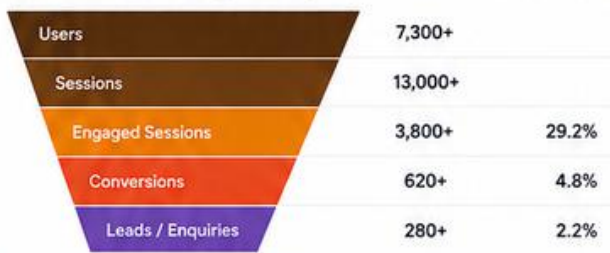
EMAIL MARKETING
+13%
Open Rate Uplift
+9%
CTR Improvement

TRAFFIC & GROWTH OVER TIME (GA4)

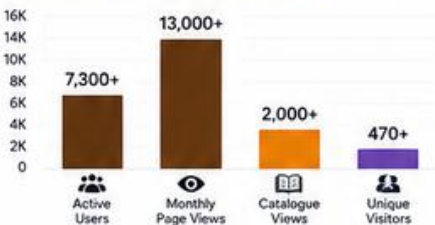


CONVERSION FUNNEL (WEBSITE)

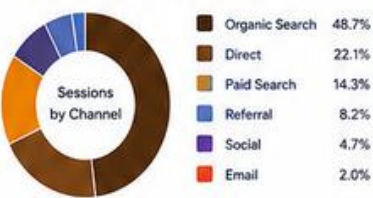
CONVERSION RATE



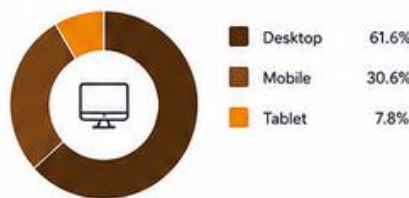
TRAFFIC & ENGAGEMENT SUMMARY



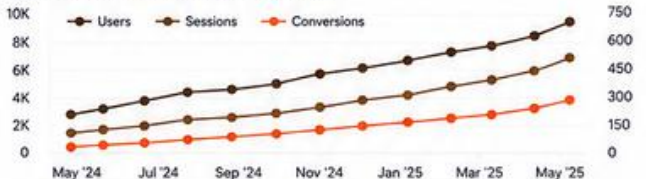
TOP TRAFFIC CHANNELS (GA4)



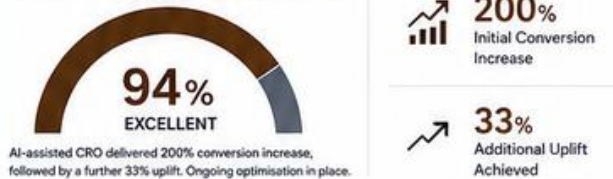
DEVICE BREAKDOWN



PERFORMANCE TREND (OVER TIME)



CONVERSION OPTIMISATION IMPACT



DELIVERING MEASURABLE BUSINESS IMPACT

Combined impact of SEO, PPC, website optimisation, email marketing, social media, and digital catalogues has delivered substantial growth in visibility, engagement, and business value across all key performance areas.



More Visibility
Higher Rankings



More Engagement
Stronger Connections



More Conversions
Better ROI



Business Growth
Measurable Results

CREATIVE SHOWCASE

A curated selection of marketing assets designed and produced across digital campaigns, exhibition events, and brand communications.

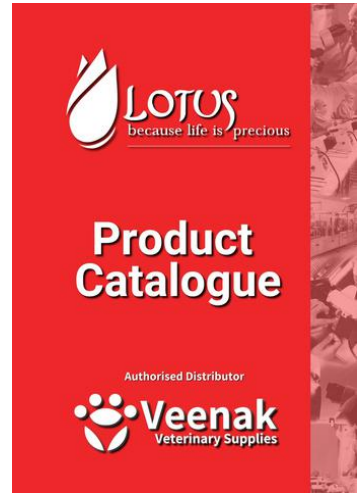
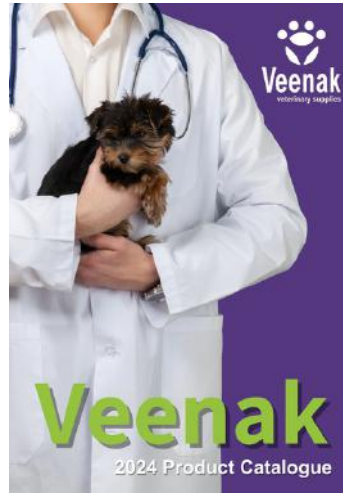


Image: Professional veterinary supplies digital catalogues featuring products, branding, and clean corporate design.

Digital Product Catalogues (2024–2026)

Annual digital catalogues produced using FlippingBook and Adobe/Canva design tools. Each edition covers the full product range with professional photography, branded design, and embedded CTAs.

[Product Catalogue View Link](#)

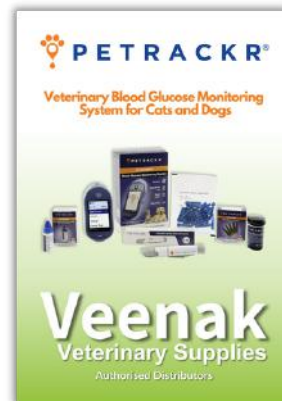


Image: Professional designed digital brochures for product promotions, branding, and clean corporate design.

[Product Brochures View Link](#)



London Vet Show Stand 2025



London Vet Show Stand 2024

Exhibition Stand Designs – London Vet Show & Regional Events

Full exhibition stand design including banners, backdrops, display screens, product layouts, and visitor engagement zones. Delivered for the London Vet Show 2023, 2024, and 2025, and Vets4Pets Warwick.

[LinkedIn Ad Sample - View Link](#)



London Vet Show Stand 2023



Vets4Pets Show - Warwick

Image: London Vet Show Stand Design, with branded banners, product displays, promotional TV screens, and visitor engagement areas.



Exhibition Voucher Designs (2023–2025)

Branded gift vouchers designed for annual exhibition giveaway campaigns. Each year's design refreshed to reflect updated branding while maintaining consistency with the wider brand identity.



Image: Voucher Design 2023



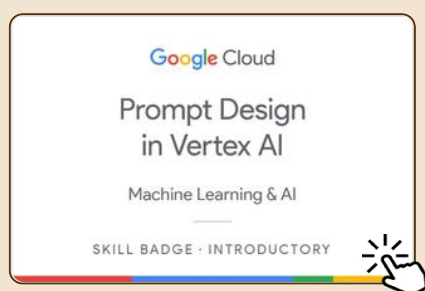
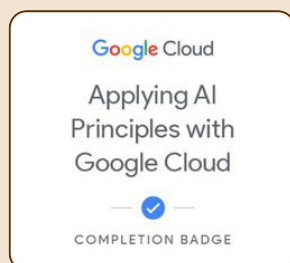
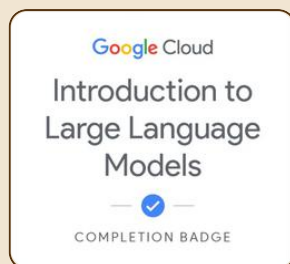
Image: Flyers designs featuring products, branding, and clean corporate design.

Flyers & Print Advertising Design

Product launch flyers, promotional advertising, and B2B sales collateral designed for distribution at exhibitions, alongside product delivery and through digital channels. Assets include suture product range launches, equine veterinary practice campaigns, wound care product promotions, and blood glucose monitoring system advertising.



TOOLS, CERTIFICATIONS & PROFESSIONAL DEVELOPMENT



Tools & Platforms:

Analytics & Reporting:

GA4, Google Search Console, Google Tag Manager, SEMrush, Looker Studio, Ubersuggest, etc.

Paid Advertising:

Google Ads, Microsoft Advertising, Meta Ads Manager, LinkedIn Ads, YouTube Ads, X (Twitter) Ads, etc.

CRM & Email:

HubSpot, Mailchimp, MailerLite, etc.

Creative & Design:

Adobe Illustrator, Adobe Photoshop, Canva, Figma, CorelDRAW, Midjourney

Web & Productivity:

Wix, Loveable, FlippingBook, Microsoft Office Suite, ChatGPT, Jasper, Claude, Suno, HeyGen

Certifications:

- Google Ads Measurement Certification – Google Digital Academy (Skillshop)
- Prompt Design in Vertex AI – Google Cloud Skills Boost
- Digital Advertising – SEMrush Academy
- Lean Management & Six Sigma Quality – Simplilearn
- Crisis Management – London School of Public Relations
- Customer Experience (CX) for Business Success – HP LIFE

Professional Development & Awards:

- HP LIFE Ambassador Badge – earned May 2026. Programmes completed in entrepreneurship, innovation, customer-centric business models, digital transformation, emerging technologies, and Customer Experience (CX).
- Canva 100 & 1000 Design Milestone Award – Recognised for creating and managing professional marketing designs supporting branding, customer engagement, and business growth initiatives.
- Continuous Professional Development – Ongoing self-directed learning in Artificial Intelligence (AI), Customer Experience (CX), SEO intelligence, marketing analytics, automation, conversion optimisation, and digital innovation.



HP LIFE Badge



100 Designs Canva Award



1000 Designs Canva Award



Video & Music Creation Preview