

RISHABH GORIA

Legal Marketing & Technology Specialist

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View my portfolio, case studies & results: rishabhgoria.co.uk

PROFILE

Digital marketing professional with a Computer Science degree and over 8 years of experience, including 3 years specialising in the UK legal sector. Skilled in managing paid advertising campaigns across Facebook, Google, and Bing, designing automation workflows to streamline client intake, and ensuring full compliance with SRA regulations and GDPR. Adept at combining technical expertise with commercial insight to deliver measurable results — from lead generation through to signed client authority.

£1M+ Revenue Generated	5:1 ROI on Ad Spend	15,000+ Qualified Leads	3,000+ Signed Clients
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PRACTICE AREA EXPERIENCE

Personal Injury & Military Claims MOD hearing loss, AFCS, and veteran compensation claims. Achieved 40%+ conversion rate from lead to signed authority.	Immigration Sponsor licences, Skilled Worker visas, and Global Talent applications. Contributed to £1M+ revenue from this practice area.
Housing & Property Housing disrepair and landlord disputes. Designed fully automated intake workflows from initial enquiry to signed authority.	Financial Mis-selling Car finance (PCP/HP), payday loans, and credit card claims. Developed complete DSAR to FOS escalation pipeline.
Employment Law Unfair dismissal, tribunal claims, and settlement agreements. Experience with both claimant and respondent-side campaigns.	Regulatory Compliance SRA Code of Conduct, GDPR, DSAR, FOS, and ICO requirements. All systems designed with compliance embedded from inception.

CORE SKILLS

Paid Media & Advertising Facebook Ads, Google Ads, Bing Ads, Conversion Rate Optimisation, A/B Testing, Landing Page Design	Marketing Automation Zapier, n8n, Make, Python Scripting, REST APIs, E-signature Integration, WhatsApp Business API
CRM & Client Journey HubSpot, Salesforce, Zoho CRM, Lead Scoring, Pipeline Automation, Client Onboarding Systems	Legal & Regulatory Compliance SRA Code of Conduct, GDPR, DSAR Handling, FOS Processes, ICO Requirements, Audit Documentation
Analytics & Reporting Google Analytics 4, SEMrush, Ahrefs, Looker Studio, ROI Modelling, Performance Dashboards	Team Collaboration Remote Team Coordination, Process Documentation, Training & Development, Cross-functional Projects

PROFESSIONAL EXPERIENCE

Legal Marketing & Technology Specialist

Pearson Locke Law / Carter Monroe Solicitors | Manchester | February 2023 – Present

- Prepared the firm's SRA investigation response, compiling comprehensive evidence packs covering client journey documentation, data handling protocols, GDPR compliance, and encrypted communication systems. Investigation concluded with full compliance confirmed.
- Managed Facebook and Google advertising campaigns for immigration services (Sponsor Licences, Skilled Worker, Global Talent), delivering 12,000+ qualified leads at £6 CPL and contributing to £1M+ in attributable revenue with 5:1 ROI.
- Developed MOD hearing loss campaigns generating 3,000+ signed clients at £7 CPL with 40%+ conversion rate from lead to signed authority through fully automated intake requiring zero telephone contact.
- Designed end-to-end compliant intake systems encompassing lead capture, ID verification, client care letters, e-signature, and WhatsApp onboarding, eliminating manual bottlenecks whilst maintaining full audit trails.
- Supported distributed teams across the UK, South Africa, and the Philippines, implementing secure access controls, role-based permissions, and documented data handling protocols for 80+ team members.
- Achieved 35% reduction in cost-per-acquisition through systematic A/B testing, landing page optimisation, and conversion funnel improvements.
- Established GDPR-compliant communication infrastructure including encrypted channels, access logging, and data retention policies aligned with SRA and ICO requirements.

SEO & PPC Executive

ASFM Consultancy Pvt Ltd | January 2019 – August 2022

- Administered £100K+ annual PPC budget across Google, Facebook, and Bing, delivering documented ROI improvements with regular performance reporting to stakeholders.
- Conducted technical SEO audits and implemented optimisation strategies driving measurable organic traffic growth across multiple client accounts.
- Created performance dashboards and ROI reporting frameworks to support executive decision-making and client presentations.
- Facilitated client strategy sessions, translating technical performance metrics into actionable business recommendations.

SEO & PPC Specialist

Sampana Digital | July 2016 – November 2019

- Performed technical website audits, identifying and resolving SEO issues at scale across multiple client websites.
- Implemented link acquisition strategies that improved domain authority and search visibility for key client accounts.
- Collaborated with content and development teams on data-driven marketing initiatives.

EDUCATION

BSc (Hons) Computer Science — Rayat & Bahara University | 2016

CERTIFICATIONS

- Google Ads Certified
- Bing Ads Accredited Professional

ADDITIONAL INFORMATION

Right to Work: Skilled Worker Visa (eligible for Indefinite Leave to Remain)

Location: Manchester, UK (open to hybrid/remote arrangements)

Languages: English (fluent), Hindi (native)

References: Available upon request

Signature:

Rishabh Goria

Last Updated:

January 2026

This CV is accurate to the best of my knowledge as of the date above.

For detailed case studies, campaign results & testimonials visit: rishabhgoria.co.uk