

Ben Knight joins Harvest Digital as Head of Search

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Former head of The Search Works finance channel to lead search marketing for agency

London 30 October, 2008 Search engine marketing expert Ben Knight has moved from The Search Works to become Head of Search at Harvest Digital. He will report to Harvest Digital's Managing Director, Emma Wilson with a remit to grow the online marketing agency's search business, manage its search team to ensure high levels of client satisfaction and seek opportunities to integrate search with other channels including display advertising.

Ben Knight brings almost five years of search marketing experience to Harvest. In his most recent role as Account Director of the Finance Division at The Search Works he managed the highest spending channel across clients including Virgin Money; Norton Finance; eGroup and Lloyds Offshore. Knight joined The Search Works in 2004 as an account manager - prior to its acquisition by Tradedoubler in June 2007- and his client experience also includes Friends Reunited, Virgin Games, Betfair, Mitsubishi, Nissan and Kia as well as pan-European campaigns for brands such as Hertz. He also managed search marketing for The Search Works' agency clients

Emma Wilson, Director at Harvest Digital comments, 'Ben Knight has a track record of bringing in new business whilst managing the largest finance team in the industry, with a budget of almost five million pounds a month. He is a well-known figure in the search marketing industry and Harvest's clients will benefit from his years of experience and a reinvigoration of our existing search team. Ben will also drive new business for Harvest and we expect the end of Google's Best Practice Funding to result in a lot of brands looking for a natural home for their search marketing activity.'

Ben Knight, Head of Search at Harvest Digital, adds, 'I was the third longest-serving employee at The Search Works and was keen to move to a company with an energetic, innovative culture and a passion for delivering results. The search team at Harvest Digital is very experienced, with a more creative approach to search marketing and an understanding of how it integrates with and influences other channels. There is an opportunity for me to pull out the wealth of ability across Harvest's teams in media planning and buying, search marketing, user experience, online creative development and technical build to deliver a cross-channel strategy for clients that makes the best possible use of their overall online marketing budgets.'

Harvest Digital's search marketing clients include InsuranceWide, Plan and HolidayExtras. The agency plans and implements campaigns on search engines including Google, MSN and Yahoo! and integrates search with other online media such as display, affiliate channels and social media marketing, as well as offline media, to improve the overall performance of client campaigns.

Prior to joining The Search Works Knight worked as an accountant where he honed his financial skills and understanding. He has a degree in Economics and Business Finance from Liverpool University.

About Harvest Digital

Based in London, Harvest Digital is a full-service online marketing agency offering a wide range of services including media planning and buying, search marketing, email and affiliate marketing. Creative services include website design and build and online marketing collateral like banners, microsites, video and viral.

Harvest's key clients include Tesco, Auto Trader, 3M, Otto and Plan UK. International clients include P&V Holidays, Riu Hotels & Resorts and McAfee.

The agency, started in 2001, is privately owned and is in Media Momentum lists of the 50 fastest growing digital media businesses.

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