

# Rishabh Gorla

Legal Marketing & Tech Expert Who Helps *Law Firms Scale*

• AVAILABLE FOR LEADERSHIP ROLES

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View my full portfolio, case studies & results: [rishabhogoria.co.uk](https://rishabhogoria.co.uk)

## EXECUTIVE SUMMARY

I bridge the gap between **technical engineering** and **legal commercial strategy**. Over 8 years, I've built client acquisition systems that have generated **£1M+ in attributable revenue** from a **£200K ad spend** — a 5:1 return on investment. I've led **SRA compliance responses**, built automation that eliminates intake bottlenecks, and managed distributed teams across three countries. My Computer Science background means I engineer solutions, not just strategies.

**£1M+**

REVENUE GENERATED

**5:1**

ROI ON AD SPEND

**15,000+**

QUALIFIED LEADS

**80+**

STAFF MANAGED

## PRACTICE AREA EXPERTISE

### Personal Injury & Military Claims

MOD hearing loss, AFCS, veteran compensation. 40%+ conversion rate from lead to signed authority.

### Immigration

Sponsorship licences, skilled worker, global talent. £1M+ revenue from this practice area alone.

### Housing & Property

Housing disrepair, landlord disputes. Fully automated intake from lead capture to signed authority.

### Financial Mis-selling

Car finance (PCP/HP), payday loans, credit cards. Full DSAR to FOS escalation pipeline.

### Employment Law

Unfair dismissal, tribunal claims, settlements. Both claimant and respondent campaigns.

### Regulatory Compliance

SRA Code, GDPR, DSAR, FOS, ICO. Systems built with compliance embedded from day one.

## CORE COMPETENCIES

### Paid Media Strategy

Facebook Ads, Google Ads, Bing Ads, Conversion Rate Optimisation, A/B Testing

### Marketing Automation

Zapier, n8n, Make, Python, REST APIs, E-signature Integration

### CRM & Client Journey

HubSpot, Salesforce, Zoho, Lead Scoring, Pipeline Automation

### Legal Compliance

SRA Code, GDPR, DSAR, FOS, ICO, Audit Trail Documentation

### Analytics & Attribution

GA4, SEMrush, Ahrefs, Data Studio, ROI Modelling

### Team Leadership

Remote Team Management, Training, Process Documentation

## PROFESSIONAL EXPERIENCE

### Legal Marketing & Technology Manager

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

- Regulatory Compliance Leadership:** Spearheaded the firm's SRA investigation response, producing comprehensive evidence packs covering client journey documentation, data handling protocols, GDPR



compliance, and encrypted communication systems. **Investigation closed with full compliance confirmed.**

- Generated **£1M+ attributable revenue** from immigration practice alone (sponsorship licences, skilled worker, global talent), delivering **12,000+ qualified leads at £6 CPL** — representing a **5:1 return on ad spend**.
- Engineered MOD hearing loss campaign achieving **3,000+ signed clients at £7 CPL** with **40%+ conversion rate** from lead to signed authority — fully automated with zero telephone contact.
- Architected **end-to-end compliant intake systems**: lead capture → ID verification → client care letter → e-signature → WhatsApp onboarding. Eliminated manual bottlenecks whilst maintaining full audit trails.
- Built and led **80+ person distributed team** across UK, South Africa, and Philippines with secure access controls, role-based permissions, and documented data handling protocols.
- Reduced cost-per-acquisition by **35%** through systematic testing, landing page optimisation, and conversion funnel improvements.
- Implemented GDPR-compliant communication infrastructure: encrypted channels, access logging, data retention policies aligned with SRA and ICO requirements.

## SEO & PPC Executive

*ASFM Consultancy Pvt Ltd* | January 2019 – August 2022

- Managed **£100K+ annual PPC budget** across Google, Facebook, and Bing with documented ROI improvements.
- Delivered technical SEO audits and implemented strategies driving measurable organic traffic growth.
- Built performance dashboards and ROI reporting frameworks for executive decision-making.
- Led client strategy sessions translating technical performance into business outcomes.

## SEO & PPC Specialist

*Sampana Digital, Mohali, India* | July 2016 – November 2019

- Executed technical website audits identifying and resolving SEO issues at scale.
- Developed link acquisition strategies improving domain authority and search visibility.
- Collaborated cross-functionally on data-driven content marketing initiatives.

## EDUCATION

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### BSc Computer Science

Rayat & Bahara University | 2016

## CERTIFICATIONS

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Google Ads Certified

Bing Ads Accredited Professional

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