

Modo25 Expands Team Following Google Premier Partner & Innovation Award Recognition

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- [Modo25](#) renews Google Premier Partner status for second year running.
- The Leeds based agency has expanded its SEO, Affiliates and Sales teams with the addition of Louise Hudson, Kamila Shanazarova, Shweta Darshane and Andrew Sherwin.
- The agency's SaaS product, [ASK BOSCO®](#), has recently been awarded the 'Innovation Award' at the UK Paid Media Awards.

Leeds based digital marketing agency, Modo25, is proud to announce that it has been named a Google Premier Partner for the second consecutive year, earning its prestigious accreditation for 2025. This recognition places Modo25 in the top 3% of Google Partners in the UK, a remarkable achievement for an independent agency competing alongside much larger firms.

In the same month, the agency's SaaS platform ASK BOSCO® has also been awarded the prestigious 'Innovation Award' at the UK Paid Media Awards. The esteemed judges commended ASK BOSCO® as "an impressive tool that addresses some of the most significant challenges faced by agencies and advertisers," highlighting the remarkable scale of solutions it provides.

In addition, the agency has made four new hires to kick off 2025, reflecting the company's ongoing growth plans and commitment to delivering exceptional results for clients.

The four new recruits will strengthen the already established SEO, Affiliates and Sales teams in



the business, bringing a combined 33 years of experience to enhance the agency's position as a leader in Leeds' digital space.

Modo25 is pleased to welcome Louise Hudson as SEO Account Manager and Kamila Shanazarova and SEO & Content Outreach Executive. Both bring a wealth of agency experience, after spending five years each at Kinesso, formerly StickyEyes, working on clients such as Adobe, Honda and Norton Finance.

In their new roles, Louise and Kamila will strengthen the SEO team to devise comprehensive organic search strategies, write content, outreach for links and provide technical recommendations for clients. Speaking about her move, Louise said; "I'm excited to join Modo25 and continue to develop content SEO strategy for clients while honing my skills and diversifying my portfolio."



Left to right; Louise Hudson, Andrew Sherwin, Shweta Darshane

In addition, Shweta Darshane has joined the team as an Affiliate Account Manager from EssenceMediacom. Bringing over three years of experience to the company, Shweta has previously worked across various industries, including clients such as Pentland Brands, Butlins and Warner Leisure Hotels. She joins the team to manage a range of affiliate programmes to create and run affiliate strategies, recruit new publishers to drive growth, negotiate exposure and monitor performance on behalf of clients.

Andrew Sherwin is the most recent hire, joining the ASK BOSCO® team as Senior Business Development Manager this month, to help bring on new clients across the board for both the SaaS product and agency services.

Andrew has a 20-year strong SaaS sales background, previously working at Signal Ai and The Curve consulting. On joining the team Andrew said; "I am buzzing to be joining the Modo25/AB team! The team are awesome, the product is groundbreaking. All my background just feels right for what we do, and I believe that I have a lot to offer to help us grow."

Discussing the recent award wins and team growth, John Readman, founder and CEO of Modo25 and ASK BOSCO® concluded;

"We're excited to welcome Louise, Kamilla, Shweta and Andrew to the Modo25 and ASK BOSCO® teams. Each bring a wealth of experience, fresh perspectives and great ambition that align with our growth visions for the agency and SaaS product at an exciting time for us.

Being recognised as a Google Premier Partner for the second year in a row is an incredible milestone for Modo25. Achieving this status is no small feat, particularly for an agency of our size. It reflects our team's dedication, expertise, and commitment to delivering exceptional results. Alongside, winning the Innovation Award for ASK BOSCO® is a great achievement for our data science team and we are thrilled to be earning recognition for our hard work."

Modo25 is a global, supported in-housing and marketing technology provider. Its client list includes SGS Engineering, Everything Managed Group, Pavers Shoes and Great Rail Journeys.

For further information on Modo25 please visit: <https://modo25.com/>

ASK BOSCO® is an AI marketing reporting and forecasting platform designed to empower retailers, brands, and digital marketing agencies with insightful, data-driven decision-making. It's client list includes Mabo, Visualsoft, Puig, Everything Managed Group and Pavers Shoes.

For further information on ASK BOSCO® please visit: <https://askbosco.io/>

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Issued by Modo25. For further information or images, please contact Modo25 on kylie@modo25.com.

About Modo25

Modo25 is a digital marketing provider with charity at its heart. Modo is the name of a child who is part of the 1moreChild campaign in Jinja, Uganda.□□

Modo25 donates a percentage of its profits to Modo's orphanage to better improve their quality of life and inspire the next generation of children there.□

Modo25 is also the team behind the innovative marketing AI platform, ASK BOSCO®. Created by our data scientists, ASK BOSCO® is a predictive AI platform that helps retailers and businesses measure the success of their organic and paid media channels when compared to their competitors.□□□

Clients include SGS Engineering, Everything Managed Group, Pavers Shoes and Great Rail Journeys.

About ASK BOSCO®

ASK BOSCO® is an AI marketing reporting and forecasting platform designed to empower retailers, brands, and digital marketing agencies with insightful, data-driven decision-making. It seamlessly integrates all your marketing data for unified reporting and includes cutting-edge forecasting capabilities to maximise returns on online ad spend.

Bosco is the name of the man who runs the 1moreChild orphanage in Jinja and is the inspiration behind the technology platform for which the business raises money and donates to help look after the 280 children who live there.

Clients include Mabo, Visualsoft, Puig, Everything Managed Group and Pavers Shoes.

Follow ASK BOSCO® on X(<https://x.com/askboscoindex>),

Facebook(<https://www.facebook.com/askbosco>)

YouTube(<https://www.youtube.com/channel/UCBOFE0yaUwYUcAWgGBJI32w>) and

LinkedIn(<https://www.linkedin.com/company/68747529/admin/>)

About the UK Paid Media Awards

The UK Paid Media Awards celebrate excellence and innovation in the field of paid media, recognising the outstanding achievements of agencies, brands, and individuals who have demonstrated exceptional creativity, strategic thinking, and measurable results in their campaigns. These prestigious awards highlight the best in paid search, social media advertising, display, and programmatic media, showcasing the industry's most impactful and forward-thinking work. The UK Paid Media Awards serve as a benchmark for excellence, inspiring professionals to push the boundaries of what's possible in the ever-evolving landscape of paid media.

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