

**SENIOR WEB & ECOMMERCE MANAGER AND CONVERSION EXPERT**  
*Web Channel Management, eCommerce, Conversion Optimisation, User Experience*

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**Profile** Action orientated, results-driven marketing professional with over 14 years experience in the web industry. Motivated by, and passionate about, using customer-driven insights to optimise websites to deliver best-in-class experiences for customers, whilst driving bottom line channel revenue growth.

Taking a confident, organised approach, employers have found me to be dedicated, hard working and self-sufficient with a keen eye for identifying and implementing web strategies. My professional network have summarised my personal brand as Driven, Passionate and Approachable.

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**Expertise and Skills**

- Broad range of strategic and tactical web experience:
  - 10 years online project management
  - 4 years hands-on CRO
  - 5 years delivering deep customer insight to drive content optimisation
  - 5 years hands-on end-to-end SEO and PPC programme management
  - Transnational email marketing programme management
  - Website content creation, programming and application development
- Day-to-day skills:
  - Google Analytics and Omniture Site Catalyst power user
  - A/B & Rapid Experimentation with Test & Target and Optimizely
  - Working knowledge of HTML / CSS

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**Highlights of achievements**

*With Intuit UK:*

- Promoted to Senior Manager leading a web team of four marketers (2013)
- Generating 30% YOY conversation rate growth (2013)
- Delivering 51% YOY unit growth (2013)
- Online project management of 4 product launches (2010-2013)
- End-to-end re-launch and rebrand of [www.intuit.co.uk](http://www.intuit.co.uk) (2013)

*With SAP Global Marketing:*

- Twice recognised as “Top Talent” and entered into a programme to recognise and nurture top 10% of employees

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**Career Progression**

**Intuit Limited, April 2013 – Present**  
**Senior Web & eCommerce Manager**

As web channel owner leading a team of four, my overarching goal is to deliver bottom line unit growth by creating engaging content and customer experiences, as well as driving top of the funnel demand across Intuit’s key web properties.

Assuming management of all web-related aspects of Intuit’s strategic portfolio products: QuickBooks, Intuit Pay & Cloud Accounting Programme.

Responsible for overall unit contribution and conversion growth including SEO, PPC, affiliates, remarketing and display.

- Promoted to Senior Manager with people management responsibilities
  - Rated as an “Outstanding” Performer in July 2013
- Working with cross functional teams and geographies, re-launch and rebrand [www.intuit.co.uk](http://www.intuit.co.uk)
- Achieved 51% unit growth YOY in the first 5 months of the fiscal year (Aug ‘13)
  - 25% uplift in qualified traffic as a result of Search Optimisation

## Career Progression

### **Intuit Limited, August 2010 – April 2013**

#### Web Optimisation Manager

Drawing on experience, together with a deep understanding of user behaviour, identified optimisation opportunities to improve customer experience and drive incremental unit growth.

Owner of the development, implementation and daily activity of the conversion optimisation and customer experience strategy.

Internal thought leader responsible for the quantification and upwards communication of the impact of testing initiatives.

- Recognised as a “strong” performer within one year of joining the organisation
- Using analytics data, qualitative surveys and usability outputs, contributed to the 40% growth of the web channel YOY:
  - Identified 300% growth in on-site mobile use, spearheaded a mobile optimised experience programme
  - 18% uplift in unit growth after identifying key problem pages and A/B testing alternatives
  - Increased conversion by 30% for specific segments by identifying where and when to target users,

### **SAP Global Marketing, February 2008 – August 2010**

#### Global Web Marketing Project Manager

The Global Online Strategy team was responsible for ensuring that all Demand Generation campaigns leverage the web to its fullest extent. My primary goal was to gather business requirements to ensure the web was fully integrated into the sales pipeline and drive online innovations to provide a deeper engagement with prospects.

- Pioneered, designed and delivered new web lead management strategy to over 120 countries resulting in:
  - 20% increase in the volume of enquiries identified as valuable
  - Reduction in the overall time taken to follow up on a web lead – in some instances from weeks to 24 hours
  - Increased global enquiry to lead conversion rates by 2.5% by ensuring all web enquiries were pushed through to the most appropriate nurturing channel
  - Production and delivery of executive dashboard to monitor and optimise the enquiry funnel
- Collaborated with 30+ business stakeholders to understand their web objectives and turn this into actionable insight within the new Web Marketing Optimisation platform (Omniture)
- Worked with procurement, legal and operations teams to drive the RFP, selection and contract negotiations of the Web Marketing Optimisation platform (Omniture)

### **Business Objects EMEA Marketing, February 2007 – February 2008**

#### Marketing Operations Manager

- Managed operational activities related to driving the alignment and standardisation of marketing processes in EMEA
- Regional lead for implementation of a new CRM application (SalesForce.com)
- Regional lead for implementation of Enterprise Marketing Management platform (Aprimo)
- Managed marketing infrastructure and assumed project management responsibilities for the Marketing Operations group

**Career Progression**

**Business Objects EMEA Marketing, July 2006 – February 2007**

Web & eMarketing Manager

- Managed EMEA email marketing programmes with the main focus of nurturing prospects to sale through the use of trigger based emails to coincide with download / site behaviour
- Worked with Google and Business Objects Product Management to plan and execute Google AdWords campaigns
- Provided insight for strategies to increase the ROI of web and email marketing campaigns using Site Catalyst (Omniture) including profitable path analysis and key site conversion points
- Targeting and tracking of online marketing initiatives for pan-EMEA campaigns including:
  - Operational support of EMEA web sites using Interwoven TeamSite
  - Email campaign execution using Epsilon DREAMmail

**Business Objects EMEA Marketing, February 2002 – July 2006**

New Media Marketing Executive

- Delivered over 200 email campaigns across 7 languages and 10 countries
- Worked with large databases (3 million records +) to source target lists
- Assisted in development of customer segmentation strategy to maximise response
- Designed and created an email distribution and tracking engine for all email marketing activity
- Designed and created content management tool to enable field marketers to create their own event microsites
- Developed targeting lists for EMEA-wide campaigns, utilising data analysis tools such as BusinessObjects and SQL Server
- Led the conceptualisation and design of (eDM) pieces and associated microsites

**Front End Web Designer & Developer, May 2000 – February 2002**

- Responsible for guiding the concept development, design and information architecture to create user-centred, effective digital design solutions for clients such as Fujitsu Microelectronics, Finnair (UK) and Carino Communications

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**Education**

BSc (Hons) - Broadcast and Multimedia Systems (2:1, 2000, University of Sunderland)

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**Training / Certification**

- Adobe Test & Target : Advanced Power User (Classroom)
  - Adobe Site Catalyst: Reports & Analytics Advanced Features (Classroom)
  - Lean Testing Techniques (Classroom)
  - Advanced BusinessObjects user training certifications (Classroom)
  - Behavioural Interview Techniques (Classroom)
  - 7 Habits of Highly Effective People (Classroom)
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