

PERSONAL PROFILE

A passionate customer-focused technical expert with a wealth of experience in development, analytics, and customer-focused decision-making. Well-versed in real-time decision-making and strategy building with a focus on business growth strategy. Looking for an organization that values technology where I can leverage my skills in development to drive innovative solutions and support a product's development.

MAKERS

May 2024 – Sept 2024 **Makers, London**
Software Engineering Bootcamp

- Demonstrated expertise in object-oriented programming (OOP) methodologies
- Experienced with best practice principles such as SOLID
- Multiple strategies deployed to develop maintainable and scalable codebases across full-stack applications.
- Gained language-agnostic proficiency in building time-sensitive projects with JavaScript, HTML, Swift, React, Python and Node.js.
- Implemented automated Test-Driven development (TDD) with Jest and Pytest for CRUD applications
- Fostering a pragmatic approach for debugging and producing robust code.
- Participated in Agile ceremonies like daily stand-ups, sprint planning, retrospectives, as well as pair programming and team collaboration whilst working on full-stack applications.

PROFESSIONAL EXPERIENCE

Nov 2021 – March 2024 **Merkle, London**
Senior Decisioning Architect (Client Project – O2 UK)

- Led discussions on decisioning capabilities and technical design to deliver customer-centric campaigns for O2 BAU and Sprint projects on the Pega Platform.
- Expertly debugged defects identified by QA, resolving campaign and system issues swiftly to maintain operational efficiency.
- Collaborated with third parties, including Accenture to finalize data migration requirements, revitalizing stalled projects
- Developed and managed a comprehensive roadmap for migrating Surveys - ensuring seamless transition and alignment with legacy system shutdowns.
- Consistently praised for my holistic approach and streamlined designs, delivering optimal outcomes for complex projects, including a key initiative redesigning O2's customer retention offers.

Nov 2015 – Nov 2021 **EE, BT Group, London**
Product Owner

- Manage the roadmap to deliver key marketing stakeholders to build brilliant and simple agent journeys across trading, functional and strategic changes within the Compass front end decisioning tool.
- Led design discussions on decisioning capabilities and best practice solutions, building and delivering multiple omnichannel initiatives through Compass to support commercial KPIs with precise and relevant segmentation.

KEY SKILLS

Problem solver - Make concerted efforts to deliver solutions at brilliant standard, whilst supporting business stakeholders to deliver on ambitions.

Debugging - Proficient at identifying and resolving complex code issues through effective debugging and root cause analysis, ensuring reliable and efficient software solutions

Communication – Adept at breaking down complex problems and solutions to technical & non-technical peers

Stakeholder Management – Able to build solid relationships, quickly across all levels of the business

Project Management – Seamless delivery of high-profile, high-pressure projects, managing conflicting deadlines and priorities whilst adopting Agile methodologies

TECHNICAL SKILLS

Coding - Python, HTML, CSS, SQL, JavaScript, React, Swift

Project Tools - Jira, Git

Design Tools - VS Code

Frameworks - Flask, Express.js, Node.js

Databases - PostGres, MongoDB

Methodologies - Agile, Scrum

- Led design discussions on decisioning capabilities and best practice solutions, building and delivering multiple omnichannel initiatives through Compass to support commercial KPIs with precise and relevant segmentation.
- Resolved several critical and non-critical system or agent journey issues, through deep data and logic debugging adhering to SLA's and managing stakeholder expectations
- Collaborated with multiple business functions to showcase Compass capabilities and ensure a seamless delivery of cross-functional projects.
- Managed and led a team of 4 developers and implemented several training programs for underperforming & junior developers
- Awarded a Manager's Choice Award & Exceptional Award for leading delivering a seamless Apple/Samsung product launches across multiple channels using a more streamlined process to introduce bespoke pricing for existing customers.
- Worked with Analytics to implement high level, data-driven recommendations in the profile panel to enhance and drive agent's conversation with customers for relevant cross-sell products
- Designed and implemented a rolling capacity plan of resource which resulted in a 25% increase in team productivity
- Lead developer to deliver 'Home in Compass' agent journey into BAU and the key point of contact for stakeholders for enhancements and commercial demand

June 2014 - Oct 2015 **lastminute.com, London**
CRM Campaign Manager - Loyalty & Retention

- Devised lastminute.com's first hotel loyalty program 'Pink Rewards' including: branding and designing campaign assets, developing an automated campaign contact strategy. end-to-end test of the customer journey.
- Devised and launched "Pink Friday" – a brand specific campaign covering Black Friday weekend, resulting in re-engaging 260k inactive customers through targeting and a 1% conversion in this group.
- Increased click rate across Spanish subscribers by 10% through A/B creative tests, effective targeting and segmentation
- Designed and launched an email/sms campaign promoting the lastminute.com app, resulting in over 900 downloads and moving from #25 to #8 in the App Store following campaign execution.
- Implementation and management of Pan-European NPS campaigns for post booking and post trip. Refreshing and re-launching several lifecycles
- triggered programs, including, Birthday, Anniversary, Welcome and Reactivation

Oct 2012- May 2014 **Thomas Cook Group, London**, eCRM Executive

Aug 2011 - Oct 2012 **Comet Group Ltd, Greater London**, B2B Marketing Assistant

PROJECTS

PawsforaCause - A

JS/React/Flask application for shelters/pet owners to list animals in a central space

Acebook - A MERN stack

application replicating Facebook

MakersBnB - Flask HTML/CSS

application replicating AirBnB

EDUCATION & QUALIFICATIONS

2007-2010

University of Reading

Consumer Behaviour & Marketing
(2:1)

Certified Scrum Product Owner

Certified Pega Decisioning
Consultant

VOLUNTEERING

May 2017 – Present - Keen London

Working with children with addition needs to improve their social and development skills, Support new & existing volunteers as Team Leader

Dec 2023 – Present - Therapy Dogs Nationwide

Visiting a prison & care home with my dog, Archie

Jan 2022- Oct 2023 - Pets as Therapy

Visiting SEN children at a school and patents at St George's Hospital with my dog, Archie

Aug 2017 - IAAF

Stadium ticketing and event support

Summer 2016 - Rio Olympics

Accreditation Support