

**Name :**

Liam Thompson

**Profile Summary :**

UK-based specialist in performance marketing, CRO, and analytics for eCommerce and retail clients.

**Contact :**

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**Academics :**

MBA in Marketing – London Business School (2019), Coursework: Digital Marketing, Analytics, Consumer Behavior

**Certifications :**

Google Analytics (2020), CRO Specialist Certificate (2021)

**Achievements :**

Increased conversions by 47% for eCommerce clients, Featured in UK Marketing Awards 2022

**Experiences :**

Performance Marketer at ClickBoost (2019–2023) - Managed CRO and PPC campaigns - Implemented A/B testing and analytics dashboards - Improved sales conversion by 47%

**Projects :**

- Optimized CRO funnel for retail brand, improving checkout conversion by 35% - Launched multichannel paid campaigns across Google and Facebook

**Hobbies :**

Football, Photography, Reading