

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