

## **Ben Dawson**

Product and Campaign Executive with 7 years' experience in Consumer Finance  
increasing efficiency and problem-solving.

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### **Work history:**

#### **Santander Consumer Finance (SCUK) *January 2015-Present***

##### Product and Campaign Executive (September 2021- Present)

- Creation of new products, reducing turnaround time from 3 weeks to 2 days.
- Delivered product enhancement projects, increasing product parameters and training others on UAT, ensuring risk in portfolio decreased.
- Production of data for automation of bulk product association, effectively implementing rate changes across the business.
- Management of existing finance products, identifying and solving problems within 60 minutes.
- Working with Marketing Managers across 12 brands on UAT.
- Creation and implementation of brand-specific quarterly campaigns in test and production environments.
- Creation and documentation of an audit process for all product builds, ensuring FCA compliance and reducing reputational risk.
- Monitoring of mailboxes, improving average email turnaround time from 2 hours to 20 minutes.
- Automation of product creation process by amending product code (XML), greatly improving product creation times.

##### Sales Support Team Leader (January 2019- September 2021)

- Produced and analysed reports and MI, developing insights to guide decisions regarding procedures and strategy.
- Underwrote new dealer applicants based on risk factors such as company financials and credit searches.
- Identified issues in dealer portfolio through monthly analysis of efficiencies and risk factors and implemented risk mitigation.
- Developed leadership qualities and created an inclusive, collaborative working environment.
- Created and implemented multiple procedures for use within the business.
- Managed several dealer on-boarding projects, ensuring constant monitoring and communication of progress to all stakeholders.
- Identified and implemented third-party systems to update processes, presenting the concepts to stakeholders, achieving buy-in.
- Increased direct reports' productivity by ensuring patterns were identified and issues addressed in one to ones.

##### Sales Development Consultant (April 2016- January 2019)

- Closed unauthorised dealers on Front and Back-End systems.
- Technical support via phone and email.
- Loaded complex commission packages from pricing models, ensuring commission amounts paid were correct.
- Led departmental UAT for new Back-End systems, ensuring defects were documented, raised, and fixed.
- Produced a presentation to function as an overview for the department.
- Loaded agreed dealers onto Front and Back-End systems and led development.

### Funding Team Leader (January 2016- April 2016)

- Ensured that direct reports worked towards and achieved targets and identified and managed performance issues.
- Chaired and organised team meetings.
- Created an incentive for the department during a busy Q1 and created a tracker to provide updates.

### Funder/Senior Funder (January 2015-January 2016)

- Analysed and funded customer proposals.
- Took phone calls from dealers, internal sales, and other departments.
- Root cause analysis and resolution of outstanding issues impacting the department's service levels.

## **Qualifications:**

### ***University of Hertfordshire***

English Language and Communication and Philosophy (BA Hons: 2:1)

### ***St. Bede's School, Redhill***

#### **A-Levels:**

English Language and Literature (B)

Psychology (B)

German (B)

#### **GCSEs:**

11 A\*-B

## **Further learning:**

#### **Code Institute:**

Diploma in Full Stack Software Engineering (Jan 2022- Present)

#### **Codecademy:**

- Learn HTML Course- November 2021
- Code Foundations Skill Path- November 2021

#### **LinkedIn Learning:**

- Product Marketing Foundations- July 2021
- Product Management First Steps- September 2021
- Excel: Creating a Basic Dashboard- October 2021

#### **FutureLearn:**

- An Introduction to Coding and Design- University of Leeds- May 2020

#### **LinkedIn:**

<https://www.linkedin.com/in/ben-dawson-1582121a2/>