

James Hunter

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PERSONAL STATEMENT

A positive and focused individual who collaborates well with cross functional teams to achieve common goals. Thorough and reliable with over 2 ½ years' experience in a highly competitive technology industry. Accustomed to working in a fast paced environment with proven skills in commercial, merchandising, ecommerce and customer experience functions.

EMPLOYMENT EXPERIENCE

EXPEDIA

Communications Manager
Snr. Commercial Specialist UK & IE
Snr. Merchandiser

Sep 2014 – Present

March 2016 – Present
Aug 2015 – March 2016
Sep 2014 – Aug 2015

Snr. Commercial Specialist

- Northern Europe lead for the performance of premium packages. Working with marketing channels across Expedia to drive order growth of \$33m revenue in 2016 and +23% YoY in orders. Communicated market and internal insights across EMEA leadership teams. Collaborated with wider team on test proposals relevant to their channels, driving both traffic and conversion on premium package. Coordinated competitor benchmarking to drive on-site test initiatives.
- Worked across teams on the collaboration between Expedia and Samsung. Identified and leveraged existing SEO content and linked to exclusive promotions on Samsung's platform, which resulted in a lean execution deal and something that is still in place today. The 3 month partnership is expected to drive \$299k GP.
- EMEA lead for Expedia's B2B voucher programme, working closely with Expedia's corporate travel brand. Ensuring that both companies are aligned with new and existing clients and how Expedia can best provide voucher proposals for them.
- Analysis of site performance, including destination/channel trends:
 - Omniture – Analysing merchandising pages on a regular basis, understanding the performance metrics and communicating to the wider teams.
 - Tableau – Responsible for producing detailed destination analysis for weekly Northern Europe trading meetings.
 - BO – Regular analysis including identification of record days in 2017 and sharing results with the wider teams.
- Responsible for the integration of social media customer service moving to India, this included an on-site visit to the New Delhi office. To ensure quality control it was imperative that the new employees were competent users of the tools and customer service care was of a high standard. After visit the social pages were regularly monitored.