





Dan Thompson

BA (Hons)

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Introduction

Data-driven and innovative CRM Executive with a multidisciplinary background in digital marketing, automation, and UX/UI design. Currently working at Pavers & Jones Bootmaker, I lead CRM initiatives across Email, Catalogue, and Data teams, implementing automated workflows, refining segmentation strategies, and enhancing customer experiences across channels. With expertise in tools such as Python, VBA, Dotdigital, Tableau, and SPSS, I bridge the gap between marketing and development, creating scalable, data-informed solutions that increase efficiency and engagement. I bring a collaborative, user-centric mindset and a proven track record of optimising both internal processes and customer-facing communications.

Experience

CRM Executive | Pavers & Jones Bootmaker

June 2024 - Present, York, North Yorkshire

- Designed and implemented automated workflows across email and data operations, increasing campaign efficiency and reducing manual effort.
- Created modular email components and refined HTML/CSS templates, improving consistency and deliverability.
- Led a customer survey project with 30,000+ responses to define key personas for targeting.
- Developed scripts in Python and VBA to automate tasks, cleanse data, and integrate between platforms.
- Applied RFM segmentation using SPSS to enhance catalogue targeting accuracy.
- Conducted in-depth performance analysis via Google Analytics and Tableau to inform future strategies.

Digital Marketing Co-ordinator | Bestway Retail (Costcutter & best-one)

October 2022 - June 2024, York, North Yorkshire

- Owned the CRM function and email strategy using Dotdigital, achieving a 7% click-through rate (vs. 2.25% benchmark).
- Managed B2B & B2C websites, improving usability and aligning content with sales objectives.
- Coordinated campaigns with suppliers, agencies, and internal teams across technical and creative scopes.
- Built internal automations and streamlined reporting across channels, reducing errors and manual work.
- Consolidated web content to improve UX and support online conversions.

Digital Designer | Costcutter

October 2021 - October 2022, York, North Yorkshire

- Led creative design for print and digital media across campaigns, including social, audio, and interactive content.
- Won PicNic's 'Campaign of the Month' for Unilever collaboration.
- Developed gamified campaigns using Playable to boost shopper engagement.
- Designed exhibition stands and customer experiences for annual retail events.
- Built templates to support efficient campaign rollout and branding consistency.

Design & Production Co-ordinator | KMD Ltd.

September 2018 - September 2021, Sheffield, South Yorkshire

- Managed end-to-end production of branded merchandise, from design to fulfilment.
- Maintained website content and inventory, ensuring product accuracy and visual appeal.
- Delivered consistent branded experiences through template creation and print production.

Volleyball Scholarship | Volleyball England

September 2018 - July 2021, Sheffield, South Yorkshire

- Awarded a prestigious sports scholarship for three consecutive years in recognition of high-level performance and commitment to volleyball. Represented the university and national teams, including participation in NEVZA (Northern European Volleyball Zonal Association), while balancing academic and athletic excellence.

Customer Assistant & Delivery Driver | Tesco

February 2016 - July 2018, York, North Yorkshire

- Delivered excellent customer service across in-store and delivery roles while managing studies.

A full & more detailed working history can be found on LinkedIn

Education

BA (Hons) Graphic Design with UX/UI

September 2018 - July 2021, Sheffield Hallam University

Key Skills & Competencies

CRM & Lifecycle Marketing
Data Analysis & Reporting
Digital Campaign Execution
Creative Problem-Solving

Programming & Automation
UX/UI Design & Web Management
Cross-Functional Collaboration
Project Coordination

Personal Interests

A passionate volleyball player competing in the UK Men's Super League for Leeds Gorse, with multiple England caps. Also deeply interested in tech, design, personal finance, and outdoor adventure.

References

References are happily provided upon request.