JACK DUNN PRODUCT MANAGER

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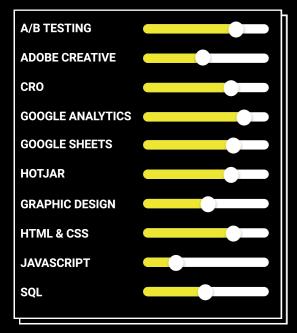
BIO

A passion in media and technology from a young age attracted me to projects such as launching a record label, hosting a local radio show and producing video content. I have applied this drive throughout all professional opportunities. This has led me to develop my skills within some of the most innovative companies in the world. I tackle each challenge with detailed eye, a creative outlook, and a positive approach.

QUOTE

"I have to thank Jack for always striving to do better and working hard towards company success, instilling faith and positive thinking in the team, creating a fun and relaxed environment to work in, motivating others and showing sincere appreciation for their work."

Direct report at Happeo



EDUCATION

Film & TV Production L3 BTEC - Merit Creative & Media L2 Diploma - C Art, English, Maths, Music GCSE - C Science GCSE - B

M PRODUCT OWNER - RECRUITMENT

JUST EAT TAKEAWAY.COM - JANUARY 2021 TO PRESENT

Managing and optimising the recruitment technology stack and websites which get millions of sessions each month, and generate hundreds of thousands of applications monthly

Managing a developer team and roadmap. Owning strategic planning and roadmap development to meet business growth targets

Reduced site load time by 70% by introducing server side rendering

MARKETING, ECOMMERCE MANAGER

TIQETS - APRIL 2019 TO DECEMBER 2020

Worked with C-level to pivot strategy into the pandemic, creating a new CVP and developing features to support the proposition

Led an initiative to sell tickets in person, including training the team, setting up payments and developing a ticket delivery system

Led the retention marketing roll-out for B2B customers including tool selection, purchasing, team training and customer journey creation

Owned the cancellation feature roll-out, including deciding on pricing, risk calculations, A/B testing communication and more

GROWTH MARKETING LEAD

HAPPEO - MAY 2018 TO APRIL 2019

Recruited and led a team of 4 growth marketers to manage lead generation using PPC, SEO, CRM, A/B testing, partnerships and more Tested and itirated on content, audiences, paid and free channels to build learnings, leading and getting buy-in on the growth strategy Grew the business ARR by 10x across varying worldwide markets in different stages of the adoption curve

BI MARKETER – EMPLOYER BRAND

BOOKING.COM - FEBRUARY 2017 TO MAY 2018

Led campaigns to make 1500+ hires across the EMEA region.
Including digital marketing, partnerships, events, content and testing
Optimised application conversion by using funnel analysis to discover and successfully improve a drop-off rate of 80%

Created a GTM strategy which led to hiring over 200 people in the first 2 months for a new site in Lithuania

RECRUITER

BOOKING.COM - DECEMBER 2016 TO JANUARY 2017

Recruited for CS roles across the EMEA region, running assessment days as well as recruitment events

DIGITAL MARKETING EXECUTIVE

FORDTHORNE - JANUARY 2016 TO NOVEMBER 2016

Created a viral story which was seen by millions and covered by international press including The Metro and The Star

Owned all digital media including the blog, social media, PPC campaigns, graphic design, and more