

# JACK DUNN

## PRODUCT MANAGER

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✉ HIRE@JACKD.NL

### 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

### A/B TESTING



### ADOBE CREATIVE



### CRO



### GOOGLE ANALYTICS



### GOOGLE SHEETS



### HOTJAR



### GRAPHIC DESIGN



### HTML & CSS



### JAVASCRIPT



### SQL



### EDUCATION

Film & TV Production L3 BTEC - Merit

Creative & Media L2 Diploma - C

Art, English, Maths, Music GCSE - C Science

GCSE - B



## 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 iterated** 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



## 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