

Brendan MacCabe

Data Solutions Specialist * Data CRM * CDP's * Data Visualisation * Data Insight






PROFILE:

- Looking to take next step as a data specialist delivering expertise and business solutions in the fields of CRM, campaign management, CDP's, data visualisation, consumer insight, targeting and customer segmentation. Leveraging 20+ years of data analyst and CRM manager experience to deliver quality, efficiency and real business impact.

CAREER PATH:

- In March 2024, departed role as CRM & Data Insight Manager for EDF and seeking next step in the field of data driven solutions for business.
- Career experience includes both extensive technical hands on delivery and senior team leadership for CRM and marketing functions.
- Most recent role with EDF responsible for a CRM team of 15 data professionals across UK and India, serving an extensive range of customer data solutions to meet objectives of retention, upsell, acquisition, account management and company obligations.
- A First Class Honours degree in IT & data field, and range of data analyst positions prior to 12 years in a senior manager leadership role, all concerned with precise, effective and high performing customer data solutions.
- Extensive experience of delivering quality data products across the marketing campaign life cycle, including communication deployment, consumer insight, data visualisation, campaign design, customer segmentations, audience targeting & performance reporting.
- In 2023/24, particular interest in campaign strategy, optimisation and efficiency, further developing data solutions with data science, machine learning and following closely the evolution of AI in business.

CONTACT

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SKILLS & INTEREST

- CRM campaign solutions
- Campaign tools & CDPs
- Data Visualisation
- Consumer Insight
- Targeting & Segmentation
- Customer contact strategy
- Database Management
- AI evolution

CAREER HISTORY

<ul style="list-style-type: none">• EDF<ul style="list-style-type: none">○ Senior CRM & Data Insights Manager Oct 2021 - March 2024	<ul style="list-style-type: none">- Senior CRM team manager - leading a virtual team of 15 data and insight analysts with 10 analysts in India + 5 at multiple UK locations.- Provision of data driven campaign solutions, serving a wide range of business objectives within our Retail, Operational and Marketing teams.
<ul style="list-style-type: none">○ Senior CRM Manager Sep 2016 - Sep 2021	<ul style="list-style-type: none">- Solutions for c. 60 mil comms delivered in 2023, and responsible for c. 700 mil comms during EDF tenure as analyst + manager.- Data selection, segmentation & deployment to customer and prospect audiences across email, DM, outbound, SMS & digital contact channels.
<ul style="list-style-type: none">○ Customer Data Manager Jan 2010 – Aug 2016	<ul style="list-style-type: none">- Relationship owner with key suppliers including TCS India (offshore CRM team resources), CACI (data targeting products), HCL (campaign tooling).- Data relationship owner for key business projects including campaign tool reviews, system / database migrations and acquisition of external datasets.- Design and build of 30+ Tableau data visualisation solutions for effective campaign targeting, data insights and performance reporting enabling marketers quick access to information for campaign design and insights.- Data Science model integrations for campaign targeting.- Campaign consultant for effective targeting approaches, channel strategy and journey design for high performing campaigns.- Lead for data quality, DPA, GDPR and compliance for CRM data solutions.- Hands on design and build of campaign selections, customer segmentations and targeting models (eg. Cost of living crisis, Covid vulnerability models).

	<ul style="list-style-type: none"> - Self briefed insight deep dives - <i>eg. campaign contact levels, customer vulnerability, smart meter lifestage</i> - for knowledge share with marketing teams to optimise campaign targeting and performance. - Demographic and behavioural data expertise with extensive knowledge and use of individual & address level UK datasets (<i>60 mil & 27 mil records</i>). - JIRA project management and agile ways of working to manage challenging workloads that require continual and effective prioritisation.
<ul style="list-style-type: none"> • RAPP UK <ul style="list-style-type: none"> ○ Senior Data Analyst Sep 2009 – Dec 2009 	<ul style="list-style-type: none"> - Digital marketing agency role responsible for design, build and deployment of daily / weekly email marketing campaigns with Alterian campaign. - Clients include Post Office, Lovefilm & Cancer Research UK.
<ul style="list-style-type: none"> • EDF <ul style="list-style-type: none"> ○ Senior Data Analyst Jan 2004 - Aug 2009 	<ul style="list-style-type: none"> - Campaign design, build and deployment for EDF marketing campaigns across channels of email, DM, outbound telesales. - Marketing and service communications to 3 mil EDF customer base and data solutions for c. 20 mil comms per year. - Oracle database, SQL / TOAD programming.
<ul style="list-style-type: none"> • Thales Sensors Defence <ul style="list-style-type: none"> ○ Oracle DBA Feb 2002 - Mar 2003 	<ul style="list-style-type: none"> - Oracle database and MYSQL programming. - Database design, build and maintain for company and customer datasets.

<u>TOOLS / SKILLS</u>	
Oracle, Redshift, Snowflake	Data stores for organisation, access and views of industry, customer & prospect datasets, scheduled jobs to ensure safe and secure daily refresh routines.
Campaign Tools & CDP's - HCL UNICA, Exponea, Blueshift.	Campaign journey design, build, test and deployment for multi channel customer communications and contact history stores with HCL UNICA. 2 years experience utilising Exponea and CDP tool reviews assessing Blueshift, Braze, AWS.
SQL	20+ years experience of SQL programming for querying, creating, developing databases for campaign, insight & visualisation solutions.
TOAD / Snowflake Web UI	Interface for efficient access, interrogation and views of customer datasets.
Tableau	Hands on design, build & share of Tableau visualisations for effective data driven decision making to a marketing team user community of 100+ users.
Matillion	Data transformations for effective data presentation and integrity, to enable effective campaign platform for UNICA solutions.
Miro – Virtual Whiteboard	Effective share and presentation of information across team and stakeholders to assist team management, knowledge share and project coordination.
JIRA	Task management for efficient control & delivery of individual / team workload and stakeholder management.

<u>EDUCATION</u>	
First class degree - BSc Business Computing	Leeds Beckett University 1997 - 2001.
3 A-levels	Cardinal Newman High School - Sept 1990 - Jul 97.
9 GCSEs.	Cardinal Newman Sec. School - Sept 1997 - Jul 99.

References upon request and please don't hesitate to get in touch should you wish to know more. Thanks! Brendan.