Brendan MacCabe

Data Solutions Specialist * Strategist * Visualiser * Marketer * Innovator

PROFILE:

- Looking to take next step as a data specialist delivering expertise and business solutions in the fields of CRM, campaign management, 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 manger 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
- Data Visualisation
- Consumer Insight
- Targeting & Segmentation
- Customer contact strategy
- Database Management
- Campaign tools & CDPs
- AI tools & evolution

CAREER HISTORY	

• EDF
    ○ Senior CRM & Data Insights Manager
      Oct 2021 - March 2024
 	
    ○ Senior CRM Manager
      Sep 2016 - Sep 2021
 	
    ○ Customer Data Manager
      Jan 2010 – Aug 2016
	- 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.
	 - 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.
	 - 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).

	- Self briefed insight deep dives - *eg. campaign contact levels, customer vulnerability, smart meter lifestage* - 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 (*60 mil & 27 mil records*). - JIRA project management and agile ways of working to manage challenging workloads that require continual and effective prioritisation.

• RAPP UK
    o Senior Data Analyst
      Sep 2009 – Dec 2009
	- 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.

• EDF
    o Senior Data Analyst
      Jan 2004 - Aug 2009
	- 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.

• Thales Sensors Defence
    o Oracle DBA
      Feb 2002 - Mar 2003
	- Oracle database and MYSQL programming.
	- Database design, build and maintain for company and customer datasets.

TOOLS / SKILLS	
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 - HCL UNICA, Exponea, Blueshift.	Campaign journey design, build, test, execute and deployment for multi channel customer communications and contact history stores with HCL UNICA. 2 years experience utilising Exponea and 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.

EDUCATION	
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.