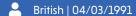
NICK THOMPSON

Creative Web Design, Development & Marketing

Portfolio: nickthompsondesign.github.io







J +44 7971727886







BA Hons Business & Marketing 2:1 Sheffield Hallam University

Google UX Design | Foundations of User Experience (UX) Design

A Levels

- Design & Technology: Graphic [C]
- Applied Business Studies [B]
- Psychology [D]



Photoshop

Illustrator

Video Editing Web Design

Wordpress

Email Marketing

Premiere Pro

After Effects

Javascript

PHP

HTML/CSS

SEO

Print Management

Accessibility

Spanish Written/Verbal

HOBBIES

Music Production/Writing



Travelling



Cooking



TV/Film

PROFILE

I am a passionate, creative, and technically skilled individual with over 10 years of experience in web, design, content creation, and marketing. I welcome challenges and opportunities to learn with a positive attitude, striving to deliver the highest quality results. Throughout my career I have gained a unique wealth of experience across a variety of channels, enabling me to adapt, analyse and innovate. My experience in working in contrasting business sectors and cultures has made me more independent, insightful and resourceful.

😑 WORK EXPERIENCE

Lead Web Designer - Campaigns Team | ASDA | UK

12-2019 - Present

- · Conceptualising UI/UX designs through wireframe mock-ups and interactive prototypes flow designs
- Taking a lead design role in developing new products, working with development and sales teams to conceptualise, design and code unique event pages with supplier funded opportunities
- · Design and management of funded media, including web pages, banners, gif animations, and videos
- Design and coding bespoke webpages for well-known brands (such as P&G, Mondelez, Unilever, Nestle, Mars, and more), requiring efficient time-management skills
- Managing design studio, templates, guidelines & accessibility. Delegating in a fast-paced environment to ensure team reaches 99%+ implementation rate for Criteo ad-serve & tenancy bookings

Digital & Web Designer | Bonner & Hindley | UK

02-2018 - 12-2019

- Website design, coding (HTML/CSS/JS/PHP), maintenance, and SEO using Google Analytics
- Design of digital and print assets, marketing materials, brand guidelines, videos, and animation
- Management of the agency's digital and print production
- Client account management, web support, and reporting (websites stats, social media and email)
- Email marketing, GDPR data management, and email template build in Mailchimp and Campaign Monitor

Digital Design & Marketing Freelancer | Remote

02-2014 - 02-2018

- · Website design, build, maintenance, and analytics (Wordpress)
- · Video creation and graphic design
- Creation and management of marketing strategies, marketing funnels, and lead generation
- Social media content design and campaign management (Facebook Ads, Google Adwords, and Google Display Network)
- · Creation and maintenance of automated email campaigns to refine customer segments

Digital Design & Project Executive | Inspired Performance Solutions | Spain

05-2017 - 01-2018

- Created design artwork and managed print production to ensure quality
- Designed and segmented multi-lingual email campaigns for maximum engagement
- Designed digital content, developed social media strategies, and applied SEO
- Led design and marketing projects, driving creative direction and execution
- Collaborated with clients to optimise sales and marketing processes

Email Design & Marketing Executive | Printsome | Spain

05-2016 - 11-2016

- Designing emails and management of several highly effective automated email drip programs
- Strategic planning and tailoring of email content for several B2B segments (using Pardot and Salesforce)
- Analysis and implementing solutions to maximise leads and increase sales

$\textbf{English Teaching Volunteer} \ | \ \mathsf{Ministerio} \ \mathsf{de} \ \mathsf{Educaci\'{o}n} \ | \ \mathsf{Chile}$

08-2015 - 01-2016

Planning and delivering English lessons in a classroom setting for a total of over 280 students (13 - 18
years old), including leadership through classroom management and clear communication

Junior Email Marketing Manager | Zinio | Spain

03-2015 - 08-2015

- Email design and build, scheduling in Oracle Responsys daily across several international markets
- Extensive A/B testing and analysis of performance
- · Managing international website banners (web, mobile, and app) using a GitHub repository hosting

Digital Design & Content Coordinator | A2S Works | UK

02-2014 – 03-2015

- $\bullet \ \ \text{Designing and creating websites, including maintenance (WordPress, HTML and CSS)}\\$
- Design of newsletters, promotional emails (Mailchimp), video production, and graphic design
- Delivering training programs to clients

PPC Coordinator | Practical Action | UK

10-2013 – 12-2013

- Improving the quality score and relevance of existing keywords, Google Ads and their landing pages
- Evaluating and identifying opportunities through Google Keyword tool research

Campaigns Assistant | Practical Action | UK

01-2013 - 09-2013

- $\bullet \ \ \text{Designing promotional materials, landing pages, and social media campaigns on a limited budget}\\$
- Achieving national press coverage (BBC TV and Radio) and educating the public on global issues
- Educating the public, organising high-level events, and managing relationships, working with
 organisations such as the WorldBank, NGOs, internal international offices, and MEPs to influence policy

Social Media/Digital Intern | Practical Action | UK

08-2012 - 12-2012

· Management of social media and digital content including graphic and video content creation

Marketing Executive | bmt Sales & Marketing | UK

· Creation and management of a series of email campaigns using MailingManager/MailChimp

Management of the company's website regularly using HTML and Wordpress as a CMS