

# NICK THOMPSON

Creative Web Design,  
Development & Marketing

Portfolio: [nickthompsondesign.github.io](https://nickthompsondesign.github.io)

## INFO

 British | 04/03/1991  
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## EDUCATION

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]

## SKILLS

Photoshop Illustrator SEO

Video Editing Web Design

Wordpress Email Marketing

Premiere Pro After Effects

Javascript PHP HTML/CSS

Print Management Accessibility

Spanish Written/Verbal

## HOBBIES

 Music Production/Writing

 Travelling

 Cooking

 Gym/Fitness

 Languages

 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** | 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
- English Teaching Volunteer** | Ministerio de Educación | 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
  - 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
  - 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 07-2011 – 08-2012
  - 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