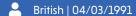
NICK THOMPSON

Creative Web Design, Development & Marketing

Portfolio: nickthompsondesign.github.io







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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 III

Illustrator

Web Design

SEO

Video Editing
Wordpress

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Email Marketing

Premiere Pro

After Effects

Javascript

PHP

HTML/CSS

Print Management

Accessibility

Spanish Written/Verbal

HOBBIES

Music Production/Writing



Travelling



Cooking



Gym/Fitness



TV/Film



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

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