



NICK THOMPSON

Design, Website Build
& Digital Marketing

INFO

British | 04/03/1991
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EDUCATION

BA Hons Business & Marketing 2:1
Sheffield Hallam University

A Levels

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

SKILLS

Photoshop Illustrator Coding

Video Editing Web Design

Wordpress Email Marketing

SEO Analytics HTML/CSS

Javascript PHP Problem Solving

Print Management After Effects

Social Media Marketing SQL

Management Innovation

Advanced 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
 - Design and management of funded media, including web pages, banners, gif animations, and videos
 - Designing and building bespoke webpages for well-known brands (such as P&G, Mondelez, Unilever, Nestle, Mars, and more), requiring efficient time-management skills
 - Leading and managing the design studio, delegating design workload in a fast-paced environment, and ensuring team reaches 99%+ implementation rate for Criteo ad-serve and tenancy bookings
- Digital Marketing & 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 Project Executive** | Inspired Performance Solutions | Spain 05-2017 – 01-2018
 - Leading, planning, and managing various marketing projects and people
 - Management and customer segmentation for weekly multi-lingual offer based emails
 - Developing content plans and implementing SEO strategies
 - Working with clients to optimise sales and marketing processes
 - Managing design artwork and print agency output
- Digital Content Creator and Marketing Freelancer** | Remote 02-2014 – 05-2017
 - 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
- Email Marketing Executive** | Printsome | Spain 05-2016 – 11-2016
 - Strategic planning and tailoring of email content for several B2B segments (using Pardot and Salesforce)
 - Creation and management of several highly effective automated email drip programs
 - 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 Marketing Coordinator/Content Creator** | 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