

JOF DAVIES

CRM & Data Specialist

Location: Northampton | Age: 41 | Contact Information: Available on request

Professional Profile

Senior CRM and Data Specialist with over 15 years of experience designing, implementing, and operating CRM systems, data architectures, and marketing databases within B2B marketing, telemarketing, media, and technology-driven organisations.

Core CRM & Data Competencies

- CRM system design, deployment, and optimisation
- Campaign database architecture and management
- Data cleansing, normalisation, and enrichment
- Segmentation, tagging, and engagement scoring
- CRM-driven marketing workflows
- Data governance, compliance, and auditability
- Reporting, analysis, and performance insight
- CRM integration with telephony, email, and web systems
- Training, documentation, and user adoption

Key Achievements

- Designed, deployed, and maintained CRM systems supporting B2B marketing and telemarketing operations.
- Owned full campaign data lifecycles from ingest and cleanse through reporting and post-campaign analysis.
- Built segmentation and tagging frameworks enabling targeted, engagement-led campaigns.
- Replaced spreadsheet-driven processes with structured CRM and database systems.
- Delivered CRM training improving adoption and reducing operational risk.
- Integrated CRM platforms with email marketing, landing pages, video workflows, and offline sales activity.

Professional Experience

MTDCNC — CRM Specialist / Digital Marketing Manager (2016–Present)

Owned CRM architecture supporting global B2B marketing and media operations; designed segmentation, tagging, and engagement frameworks; ensured data quality and compliance.

Super Rad Data Management — Founder / CRM & Data Consultant (2012–Present)

Designed and deployed CRM systems for telemarketing firms and insurance brokerages; managed complex campaign databases and CRM-driven workflows.

MAK Media Solutions Ltd — Customer Support Manager / CRM Lead (2011–2012)

Designed bespoke CRM solutions; trained staff; supported data integrity and reporting.

Integrity Business Connections — Data Administrator / Systems Analyst (2009–2011)

Managed campaign data lifecycles; maintained CRM systems; designed Access databases replacing spreadsheets.

Data, Analysis & Reporting

Advanced use of Excel, Access, SQL, and Power BI for reporting and analysis. Strong understanding of data flows between CRM, email, telephony, and analytics platforms.

Tools & Platforms

Runway CRM and bespoke CRM systems • HTML email platforms • Marketing automation tools • Microsoft Access • SQL • Advanced Excel • Power BI • CRM/email/telephony integrations • GDPR-aware data handling

Education

The Ferrers School (1996–2001) — GCSEs: 2 × A*, 3 × B, 4 × C

The Tresham Institute — BTEC National Diploma in Performing Arts (8 Units)

Northampton College — Film Studies (B), Film & Video (C), Acting (Merit)