

JOF DAVIES

Workflow Automation Specialist

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

Professional Profile

Workflow Automation Specialist with over 15 years of experience designing, implementing, and maintaining automated systems across marketing, CRM, content production, and data operations. Highly technical background spanning databases, scripting, CRM platforms, and system integration.

Core Competencies

- Workflow automation and system design
- CRM architecture and process automation
- Marketing automation platforms
- Data processing, cleansing, and enrichment
- Database design and reporting
- System and platform integrations
- Process optimisation and documentation
- Automation for content and media pipelines

Key Achievements

- Designed and implemented automation workflows reducing manual administrative workload.
- Built end-to-end pipelines connecting CRM, email marketing, landing pages, and sales activity.
- Developed automated reporting systems replacing manual spreadsheet processes.
- Implemented automated video ingest and proxy generation workflows for remote teams.
- Acted as technical bridge between marketing, IT, and operations.

Professional Experience

MTDCNC — Workflow Automation / CRM Specialist

June 2016 – Present | Kettering

Designed and maintained automation workflows across CRM, marketing, analytics, and content systems. Implemented automated ingest, proxy generation, and reporting pipelines. Provided documentation, training, and continuous optimisation.

Super Rad Data Management — Founder / Automation Consultant

December 2012 – Present | Northampton

Delivered workflow automation and CRM systems for B2B clients. Automated lead handling, email marketing, reporting, and follow-up processes. Acted as outsourced technical lead.

MAK Media Solutions Ltd — Customer Support Manager / Technical Lead

2011 – 2012 | Kettering

Designed bespoke CRM and workflow systems and automated internal processes.

Integrity Business Connections — Data Administrator / Systems Analyst

2009 – 2011 | Bristol

Designed databases, automated reporting, and improved CRM workflows.

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)

Tools & Technologies

CRM platforms • Marketing automation tools • Databases • Analytics and reporting • Workflow scripting • Cloud storage • Documentation systems