

JOF DAVIES

Email Marketing Specialist

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

Professional Profile

Senior Email Marketing Specialist with over 15 years' experience delivering high-volume, data-driven email marketing campaigns within B2B, media, and technology-led organisations. Extensive background in CRM systems, audience segmentation, marketing automation, and HTML email development. Proven ability to improve engagement, optimise campaign performance, and integrate email marketing into wider multi-channel strategies.

Core Competencies

- Email campaign planning and execution
- HTML email development
- Audience segmentation and engagement scoring
- CRM data management and hygiene
- Marketing automation and workflow design
- A/B testing and performance optimisation
- Deliverability, consent, and GDPR compliance
- Lead nurturing and lifecycle marketing
- Analytics, UTM tracking, and reporting

Key Achievements

- Hand-coded and deployed 3,000+ HTML email templates supporting campaigns, events, product launches, and content distribution.
- Delivered targeted B2B email campaigns achieving open rates exceeding 50% on segmented audiences.
- Designed and implemented automated email workflows reducing manual administration and improving lead management efficiency.
- Built engagement-based segmentation and tagging frameworks to improve relevance and lead quality.
- Integrated email marketing with video, events, landing pages, and CRM systems to support multi-channel campaigns.

Professional Experience

MTDCNC — Digital Marketing Manager / Email Developer / CRM Specialist
June 2016 – Present | Kettering

Responsible for planning, building, and executing large-scale email marketing campaigns and newsletters. Hand-coded HTML emails for marketing, events, and editorial content. Designed automated workflows, managed CRM data quality and consent, analysed performance metrics, and collaborated with editorial, video, and commercial teams.

Super Rad Data Management — Founder / CRM & Email Marketing Consultant
December 2012 – Present | Northampton

Founded and operated an independent consultancy delivering CRM and email marketing solutions. Designed and deployed automated email workflows, HTML templates, and engagement strategies. Provided CRM, data hygiene, and email marketing training to B2B clients.

MAK Media Solutions Ltd — Customer Support Manager
2011 – 2012 | Kettering

Designed and implemented bespoke CRM solutions, supported email marketing activity, managed client accounts, and provided senior technical decision-making.

Integrity Business Connections — Data Administrator / Systems Analyst 2009 – 2011 | Bristol

Managed CRM data across multiple B2B campaigns, designed Access databases and reporting systems, supported HTML email campaigns, and trained staff on CRM usage.

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 — A/S & A Levels: Film Studies (B), Film & Video (C), Acting (Merit)

Tools & Platforms

Email marketing platforms • CRM systems • Marketing automation tools • Google Analytics • UTM tracking • HTML/CSS • Spreadsheet-based reporting