

Thomas Wooliscroft

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Personal Profile

A proven record within the CRM / Digital Marketing industry of matching processes to organisational vision and values. Expertise in execution, building and sustaining relations and 360 marketing campaigns to enhance business performance. With a history of delivering strategic campaign objectives within complex multi-national companies.

Analytical. Versatile. Innovative. A highly driven aspiring Software Developer possessing a polished and professional demeanour. Achieves excellence in managing stakeholder engagement and achieving goals. Strong business acumen along with exceptional organisation & managerial skills. I utilise outstanding interpersonal skills to successfully and consistently deliver business solutions in line with stakeholder expectations.

I am currently engaged in a 12-week intensive Digital Skills Bootcamp in Software Development with JustIT training. I am looking to build on my skills and develop new skills to begin a new career as a developer. I have completed several projects using HTML, CSS, Python, and JavaScript which have been posted in my GitHub portfolio.

Looking to further develop my technical skills as a Software Developer and apply my analytical and problem-solving skills to assist the completion of complex projects whilst learning new technologies along the way. I aspire to become a Senior Developer and beyond with a strong desire to continue learning & contribute to corporate success.

Key Skills

Technical Skills

MicrosoftVS, PyCharm, HTML / Semantic HTML, CSS, JavaScript, Python, SQL /Relational Databases, Software development, Front-end development, Back-end development. Microsoft Word, Excel, PowerPoint. ActiveCampaign, Emarsys, TextMarketer, VoodooSMS, CM.com, AttentiveSMS, Klaviyo, Salesforce Marketing Cloud (basic), Flurry Analytics, Google Analytics, Google Mobile Analytics. THG specific systems: TeePee, Hermes. Operating systems Mac / Windows. Referral & Loyalty program platforms e.g. Soreto, Mention Me, Referral Candy, Yotpo. Review platforms e.g. Trustpilot, Reviews.io

Soft Skills

Business Management:	Proven record of accomplishment in optimising performance & time management to report on time and deliver proven successful campaigns & projects.
People Management:	Expertise in integrating, supporting & developing colleagues.
Problem Solving:	Systematic and pragmatic approach to solving problems and devising strategies & solutions. High attention to detail.
Communication:	Effective communicator able to liaise at all levels internally and externally. Confident & clear with delivery, an adept listener.

Project Management: Managing processes from initial engagement through to completion.

Training and Education

08/2024-Present	Just IT Training Ltd, London Digital Skills Bootcamp: Software Development A twelve-week intensive bootcamp covering the fundamentals of Software Development including: <ul style="list-style-type: none">• HTML/JavaScript/CSS development & projects• JavaScript project builds• Developed a web-based product• Relational Database design (SQL)• Built a product using Python• Python project builds
09/2011-05/2014	Manchester Metropolitan University
Degree	BSc International Consumer Marketing Upper Second Class Honours (2:1)
09/2009-06/2011	South Trafford College 2009 - 2011
A Levels	A Level English Literature – C, Business Studies – C
09/2007-06/2007	Ashton on Mersey School, Sale
GCSE	11 A*-C Including Maths, English and Science

Employment History

08/2022-07/2024	CRM & Marketing Manager Tier1 Asset Management , Whitefield, Manchester <ul style="list-style-type: none">• Data cleanse & database migration from previous platforms (BigCommerce & Mailchimp) to new (Shopify & Klaviyo)• Launch & management of two Klaviyo accounts serving two new websites (D2C & B2B)• Developed a trading schedule with ecommerce team for outbound marketing communications (email, SMS). Provided recommendations based on data-driven insights.• Created new email templates utilising brand guidelines & best practice to maximize channel performance.• A/B testing schedule for continual optimisation and trying new ideas.• Implemented a Referral Programme, a new channel for revenue.• Alongside Ecommerce team, launched gocertify student & key worker discounts and customer journeys / flows.• Lead generation initiatives launched & data capture opportunities utilised.• Worked with the Ecommerce team to devise a 'Discounting structure' across digital channels.
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- Implemented full suite of automation (flows) in relation to customer engagement, lifecycle stage, profile & buying behaviour.
- Segmentation strategy for D2C database, product based, engagement based, loyalty/repeat purchase etc.
- Developed outbound communications strategy, reporting and KPI structure for B2B/Sales contact lists.
- Produced a 2023 Product Catalogue for commercial, marketing and B2B use – a company first.
- Produced a full suite of marketing collateral for client visits and sales team use (flyers / information sheets / presentations)
- Created reports and presented to the C-Suite on database health & performance across D2C & B2B
- Email channel revenue +85% YOY 2023, Database growth +65% YOY 2023.
- Launched SMS channel.

07/2021-07/2022

**CRM Manager
eComplete , Manchester**

- CRM channel BAU activity, segmentation & automation management, and project governance for three internationally live brands - advisory for up to eight customer accounts at any one time also.
- Customer acquisition & retention / loyalty workflow ideation & creation. Subscription model analysis & development, implementation across a multitude of clients within varying industries, all with differing requirements. Implemented across active CRM channels, while constantly looking for additional opportunities / new channel launches.
- Liaising with and presenting performance and project reporting to C-suite & senior stakeholders, both internally and client facing.
- Ownership of CRM communication channels both in-house & client facing including email, SMS, web push, push notifications. Championing cross-channel collaboration and 360 marketing activations. Aligning CRM goals to overarching business objectives.
- CRM Channel budgeting, forecasting & reactive activity
- Line management of internal central CRM team, as well as project management, support & guidance for the internal CRM teams of clients.
- Identifying new tools best suited to the customer and leading the contractual negotiations & implementation of new platforms, including training for current team members.
- Client analysis of current CRM strategies within complex organisations, to spot and develop opportunities for growth and improvement. Detailed proposition projected for customers to move forward with.

12/2020-07/2021

**CRM Manager
ISAWITFIRST.COM, Manchester**

Building on previous responsibilities outlined during my time at THG, I am the primary contact with the business for anything CRM related as well as a key liaison with external suppliers / 3rd parties in ensuring we received a high-quality service at the best price, (such as SMS marketing fulfilment suppliers for example). I managed a CRM team of three executives.

01/18-12/2020

**CRM Manager & Senior CRM Executive
The Hut Group, Manchester**

- Management of all daily CRM marketing activity for all global markets within the Diet division of the Nutrition department.
- Management of all planning, budgeting, reactive activity and forecasting (including database and sales forecasting with the support of the Data science team).
- Line management of a new CRM team including 121's, recruitment / interviewing, employee development & training. Team was grown to 4 members with me being the first.
- Reporting on all key KPIs and driving actions based on performance across all brands
- Management of CRM based projects (including creative overhauls and global international rollouts).
- Implementation of new loyalty initiatives & consistently looking for new workflow opportunities to improve customer retention and experience
- Research the industry for advancements & best practice to ensure we stay ahead of the curve
- End-to-end management of Direct Mail marketing communications, both in the UK & US.
- US.

09/2016-12/2017

**CRM & Email Marketing Executive
NBROWN Group, Manchester**

06/2016-09/2016

**Team Leader / Event Manager for Coca-Cola Campaign (Contract)
PlaymakerXM, London**

08-2015-03-2016

**Brand Experience Executive for Lucozade Energy
TRO, The Experience Agency, Richmond, London**

Interests, Hobbies and Achievements

Fitness, Gaming, Coding, Football, Golf, Music, Running, Hiking with my wife & dog, Socialising and Travelling.

Additional Info:

Full UK driving license

Outgoing & confident personality

Enthusiastic and willing to work outside of my remit

Motivational team player

Flexible

Intrinsically motivated to succeed.

Dedication and commitment towards reaching goals developed from team sports and long-term personal fitness targets

References available upon request