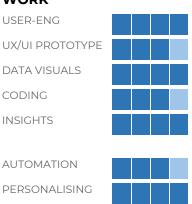


## **ABOUT ME**

Experienced User **Engagement Specialist** committed to creating seamless user experiences. I have a proven track record of improving user experience, increasing user engagement metrics and building high performing teams. I'm a decisive, creative influencer: Forward-thinking. ambitious, and spontaneous with a natural ability to communicate, collaborate and motivate. My aim, is to always deliver more than expected.

## **SKILLS**

## **WORK**



# Nichola Wolfe

## **EXPERIENCE**

#### **USER ENGAGEMENT & INSIGHTS LEAD**

JOBBIO (Sept'17 – Jan '18)

- Developed the "User Goals Hierarchy", which identified critical user milestones required for success and was used to structure the product development roadmap.
- Managed UX improvement projects, resulting in user goal conversion and retention rate increases of up to 80%.
- Analysed site traffic to identify the high-value behaviours indicative of user success leading to a 20% increase in the number of users returning more than once a week over a 6 month period.
- Increased communication open rates by up to 72% and engagement rates by up to 30% by creating relevant communication templates.
- Evangelised marketing automation and personalisation to vastly improve efficiency, resulting in a complete overhaul of the marketing team structure and cost-saving of €80k + annually.

## **COMPANY ENGAGEMENT MANAGER**

JOBBIO (Oct'16 - Sept '17)

- Decreased support tickets by 80% by installing a self-help widget and developing a knowledge base.
- Segmented users into personas and provided structure for a user engagement strategy which allowed us improve communication performance.
- Owned the email marketing channel, enhanced multiple campaigns using: A/B testing, segmentation and automation which increased MQLs by over 20%.
- Evangelized the use of data and data-driven decision making, empowering teams to make informed decisions.

#### **HEAD OF BUSINESS DEVELOPMENT**

SILICON REPUBLIC (Jan '15 - Oct '16)

- Lead a successful commercial team and managed all customer campaigns.
- Directed and lead the company growth strategy including the successful launch of two additional revenue channels.
- Initiated and developed valuable relationships with major brands to create consistent, dependable revenue streams.

COMMS

UX/UI STRATEGY

RESEARCH

## **PERSONAL**



 Audited the business as my project submission for Postgraduate in Management and received a distinction.
 Several recommendations were implemented.

## **BUSINESS DEVELOPMENT MANAGER**

DISTILLED MEDIA (Jan '14 - Dec '14)

- Generated new business of €20k / month which was 18% above target and held as recurring revenue each month.
- Responsible for sales strategies that identified and produced new business across three all of the platforms in our network.; Daft.ie, Boards.ie and Adverts.ie.
- Exceeded sales goals for 6 consecutive months by maintaining and creating a consistent pipeline.
- Coordinated and hosted productive meetings to drive team performance.

## **TEFL ENGLISH TEACHER**

ANUBAN SONGHKLA (Aug '12 - Aug '13)

- English teacher in Thai primary school.
- Prepared and taught English lessons.

## **ACCOUNT MANAGER**

Daft (Distilled Media) (May '11 - Aug '12, Sep '13 - Jan '14)

- Managed client relationships based on integrity and service.
- Conducted structured regular performance reviews of assigned accounts to understand strengths, weaknesses, and relevant opportunities.develop mutual benefits.
- Took ownership of new product presentations s at our quarterly National Roadshows with, presenting to a crowd of over 500 quests.

## **EDUCATION**

- Diploma in Full Stack Web Development | The Code Institute | March 2018 | Distinction
- Postgraduate Diploma in Management | IMI | November
   2016 | 1st Class Honors
- Diploma in Digital Marketing | Digital Marketing Institute |
   May 2014 | 2:1
- BA Sociology & English | NUI Maynooth | May 2009 | 2:1
- Email Marketing | Hubspot | June 2017 | 86%