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ABOUT ME

Experienced User Experience Specialist and Full Stack Developer committed to creating seamless user experiences and great quality product. I have a proven track record of improving user experience, increasing user engagement metrics and building high performing teams.

SKILLS

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|--------------------|------|
| USER ENGAGEMENT | ★★★★ |
| USER TRAINING | ★★★★ |
| LIFECYCLE MK | ★★★★ |
| RESEARCH | ★★★ |
| UX/UI PROTOTYPING | ★★★ |
| DATA VISUALISATION | ★★★ |
| ECOMMERCE | ★★★ |
| SQL | ★★★ |
| GIT, HEROKU | ★★★ |
| PRODUCT DESIGN | ★★ |
| PRODUCT ENHANCE | ★★ |

Nichola Wolfe

EXPERIENCE

FREELANCE WEB DEVELOPER

[NICHOLAWOLFE.COM](http://nicholawolfe.com) (March'18 – Current)

- Developed several sites from concept stage through to delivery.
- Applied Object Oriented principles to code to allow for flexibility and expandability.
- Constructed analytics platform to measure user behavior with integration into an online dashboard.
- Communicated with clients to deliver quality software projects and followed up with them to ensure that the customer was happy with the work.
- Developed custom HTML, CSS, Javascript, Shopify & Wordpress websites.
- Configured domain names and hosting through Cloudflare, Heroku and GitHub.

USER EXPERIENCE & INSIGHTS LEAD

[JOBBIO](#) (Sept'17 – Jan '18)

- Designed several product features, landing pages, enhancements and user journey transitions, which were developed as highly successful, user friendly products and experiences, resulting in user goal conversion and retention rate increases of up to 80%.
- Developed the "User Goals Hierarchy", which identified critical user milestones required for success and was used to structure the product development roadmap.
- Created a suite of self-help educational videos and articles to empower users. We saw increases of up to 70% in user task completion.
- 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.
- Redesigned engagement and education strategy and template suite leading to a 72% increase in open rates and a 30% increase in engagement rates.
- 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.

UX DESIGN



UX STRATEGY



PERSONAL

COMMUNICATION



PROBLEM SOLVING



MENTORING



COLLABORATION



STRATEGIC



INVENTIVE



SOCIAL



CREATIVE



COMPANY ENGAGEMENT MANAGER

JOBBIO (Oct'16 – Sept '17)

- Decreased support tickets by 80% by integrating a self-help widget and developing a knowledge base.
- Segmented users into personas and provided structure for a user engagement and education 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.
- Audited the business as my project submission for Postgraduate in Management and received a distinction. Several recommendations were implemented.
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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.
- Managed the English language homeroom.

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 at our quarterly National Roadshows with , presenting to a crowd of over 500 guests.

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%