



NICHOLA WOLFE

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<https://wolfenchic.github.io/streamoneproject/>

PROFESSIONAL SUMMARY

Experienced User Engagement Specialist committed to maintaining cutting edge technical skills and up-to-date industry knowledge.

Having collaborated closely with product and technical teams for the past 18 months I decided to add to my skills portfolio by training as a full stack developer. I craved a more hands on role in the design and development process.

I'm passionate about designing innovative applications with high impact results. I aim to incorporate my expertise in user behaviour research and engagement with newfound skills in development to become a world class UX Developer and team lead.

I'm an experienced manager with a proven track record of creating results driven teams.

SKILLS

- Excellent problem-solving abilities
- Automation and personalisation
- Interaction design, wire-framing and UI prototyping.
- Research, analytics and insights
- Presentation and communication.
- Coding; HTML, CSS, Javascript, Python.
- Critical Thinker
- Influencer
- Self-motivated
- Creative
- Collaborative
- Smart-working

WORK HISTORY

User Engagement and Insights Lead
Jobbio - Dublin, County Dublin

September 2017 to January 2018

Spearheaded the creation and execution of an automated and personalised user engagement process, which doubled correlating goal conversion rates.

Orchestrated multiple product and UX projects, including changes to the sign-up process, resulting in double the conversion rate to new job application for existing users. Collaborated closely with Head of Product and UX on an ongoing basis to reimagine various product features.

Analysed site traffic and used third party tools to carry out research and identify the high-value behaviours indicative of user success.

Adopted the role of a researcher to pioneer a structure termed "User Goals Hierarchy" which laid out the tasks or goals most important to users throughout their journey. Based on analysis and insight this was critical to the remodelling of the company dashboard.

Remodelled our entire suite of communication templates to reflect relevant user goals and user-friendly language, increasing open rates by up to 72% and click rates by up to 30%.

Overhauled multiple manual processes to increase efficiency and improve accuracy. This includes the transition from excel to Google Analytics Dashboards for talent metric reporting.

Influenced and gained the respect of key stakeholders by delivering well researched presentations and high impact results. Data and analysis became increasingly more important to us as a business and as a result projects with tangible projections were favoured.

Cultivated the User Engagement team from scratch, consisting of a CRM specialist, Data Analyst and Content Creator.

Headed the development of the support hub and launched a self-help widget which decreased support tickets by 80%, allowing the support team to restructure.

Company Engagement Manager

October 2016 to August 2017

Jobbio - Baggot Street, County Dublin

Headed the development of the support hub and launched a self-help widget which decreased support tickets by 80%, allowing the support team to restructure.

Independently identified the points in the user journey where users dropped off and

designed a user onboarding programme, which empowered users to self-help and allowed commercial teams to focus energies on high value customers.

Audited the user base to create distinct groups and user personas. This provided a structure for the development of a user engagement strategy.

Developed work-flow charts and diagrams to ensure production team compliance with deadlines. Hosted meetings and workshops to roll out engagement strategy.

Owned the email marketing channel and enhanced multiple pre-existing campaigns, such as the monthly newsletter using techniques such as segmentation. This resulted in multiple account renewals.

Advocated the importance of data and data-driven decision making. Collaborated with a third party consultant to reorganise our Google Analytics. This allowed us to evaluate campaigns, vastly improving our marketing efficiency. At this point I began delivering weekly insights to upper-senior management.

Developed a strategy for Talent engagement and established a business unit.

Promoted to User Experience and Insights lead.

Head of Business Development

January 2015 to September 2016

Silicon Republic - Dublin 8, Dublin

Initially employed as Business Development Executive and promoted to Head of Business Development.

Headed the business team, overseeing account management, campaign management and creative briefs.

Directed and lead the company growth strategy including the successful launch of two additional revenue channels.

Spearheaded multiple collaborations with advertising agencies, developing valuable relationships with major brands.

Consulted with my client base on their business goals and objectives in order to develop relevant and effective programmes. Increased client retention rate by 25%.

Guided top quality creation and execution of all client deliverables meeting all deadlines and expectations.

Audited the business as my project submission for Postgraduate in Management and received a distinction. Several recommendations were implemented, including the requirement for performance review. This resulted in low employee churn and a more positive workplace environment.

Business Development Manager

January 2014 to December 2015

Distilled Media - Golden Lane, County Dublin

Promoted to this position from the role of Account Manager in Daft.ie.

Generated new business and long-term account opportunities through prospecting and cold-calling, resulting in over €20,000 per month in closed new and recurring business.

Developed, coordinated and implemented sales strategies that identified and produced new business across three of the platforms in our network; Daft.ie, Boards.ie and Adverts.ie.

Coordinated and hosted meetings and exceeded sales goals for 6 consecutive months by maintaining and creating a consistent pipeline.

Consulted with clients and third party designers to develop creative suites which maximised results. 80% client retention.

English Teacher

Anuban Songkhla School - Songkhla, Thailand

Taught English to classes of 25-50 students by planning classes and presenting lessons

Conducted lessons encompassing a range of skill building activities in the four areas of language learning: Speaking, Writing, Reading, and Listening.

Developed curriculum, including lectures, reading materials, and tests; improved students' classroom performance with one-on-one tutoring.

Administered tests and completed evaluations in order to analyse student performance.

Created fun, interactive lessons accessible even to beginners.

Account Manager

April 2011 to August 2012

Daft Media Limited - Dublin, County Dublin

Built client relationships based on integrity and service. Maintained established

accounts and optimised account sales growth through product and market share expansion.

Conduct regular performance reviews of assigned accounts to understand strengths, weaknesses, and relevant opportunities.

Ensure all renewal lists are worked completely, and diligently each day for superiorityHigh volume of outbound/inbound telephone.

Organised and hosted regular consultation and presentations with customers.

Chosen to present new products at our quarterly National Roadshows, presenting to a crowd of over 500 guests.

Exceeded targets on a regular basis.

EDUCATION

Irish Management Institute County Dublin, Ireland Postgraduate Diploma in Management: Management	2017
Code Institute County Dublin, Ireland Diploma in Software Development : Software Development	2018
Maynooth University County Kildare, Ireland Bachelor of Arts: Sociology and English	2009
Digital Marketing Institute County Dublin, Ireland Diploma in Digital Marketing : Digital Marketing	2012