

Curriculum Vitae

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Profile.

In the role of Engagement & Insight lead I manage the entire engagement lifecycle roadmap end to end for companies and talent. I act as a fountain of knowledge within the business helping us to make intelligent decisions based on insights and analytics.

I'm passionate about great product and great research and would love the opportunity to develop my career further in this field.

Jobbio is a relatively early stage tech start-up. Our product and tech teams, in particular, are lean. I've led key research projects which have shaped the direction of our development and product roadmaps. To give an example, I was the lead project manager on the automation of our jobs distribution email. I worked with our engineering team to develop an algorithm and an API that matched relevant talent with relevant jobs. This campaign is responsible for 12% of our daily traffic and 10% of our overall job application number. More recently, I worked with our UX team to optimise the customer journey associated with this campaign to reduce user transitions from email inbox to job application from 10 to 3. This update has resulted in a 25% increase in the conversion rate from email to job application.

Through good quality research and my love of communication I feel that my biggest achievement in Jobbio has been changing the way we do things. We now have a "grow it from the ground up" approach, which seeks to put the user first when it comes to our product. This ethos centres fundamentally on building a user journey that allows the user to complete the tasks which are most important to them and most valuable to us. My latest piece of research drew a connection between application processing (company users) and new job applications (talent users). The findings drawn in this study will now shape a complete reimagining of our company user dashboard. I'll be leading this project in collaboration with our UX, Development and Product teams.

Career History

Position: User Experience and Insights Team Lead

Company: Jobbio

Dates: September 2017 - present

- Responsible for strengthening Jobbio's interactions with all users throughout their lifecycle.

- Take a lead role in driving high-value behaviours, reducing churn, increasing user satisfaction and increasing lifetime value across both sides of our marketplace.
- Continually seek opportunities to increase customer satisfaction and deepen relationships in order to expand our business.
- I map and optimise the end-to-end customer journey, identifying places in the user journey where users disengage and then develop strategies to pre-emptively identify, win back and retain those users.
- Develop the engagement roadmap, identifying which communication channels to use in order to engage with users at all stages of the customer lifecycle.
- Personalisation is key, I possess a deep understanding of our database and the attributes we can use to identify negative and positive user behaviours. I use this knowledge to personalise both the experience and content for our users.
- Work closely with the product and tech teams to provide voice of the user input into platform enhancements based on identified and anticipated customer need.
- I develop regular user insights and build the frameworks that guides strategic discussion about engagement strategies for specific user segments.
- Manage a team of experienced professionals to deliver all components of the user engagement roadmap.

Position: Customer Engagement Manager

Company: Jobbio

Dates: October 2016 - September 2017

- Working alongside the product team to create and implement an innovative, automated communications process for our entire user-base.
- Audit of user base to create distinct groups and user personas.
- Designing all external communicative templates for the business.
- Build and management of our support pages.
- Ongoing training of, and collaboration with, the Account Management team.
- Ongoing training and education of our user base.

Position: Head of Business Development

Company: Silicon Republic

Dates: January 2015 – October 2016.

- Promoted to this position from business development manager in December 2016.
- Developing and leading the company growth strategy
- Managing the business team, collaborating with team members to achieve objectives for all client accounts.
- Developing new strategic relationships, whilst maintaining current relationships, negotiating high value, multi-product partnerships.
- Consulting with clients on a regular basis, offering guidance, as we develop, plan and execute their partnership programme.
- Client base predominantly consists of c-suite executives and media agencies.

- Ensuring the production of world-class campaigns in order to escalate both the brand image of the client and ourselves.

Position: Business Development Manager

Company: Distilled media

Dates: January 2014 – December 2015.

- Promoted to position from account manager role with Daft.ie
- Growing the client database for the Distilled group, which included Boards.ie, Daft.ie and Adverts.ie
- Collaborating with senior stakeholders and team members to develop and introduce new products.
- Focus on digital marketing in the display capacity.

Position: English Teacher

Company: Anuban Songhkla

Dates: July 2012 - August 2013

- English teacher in a primary school in Thailand.
- Focus on 4th and 5th class levels.
- Worked alongside the English academy to design the English programme for the upcoming year.
- Collation of all materials and supports required for teaching.

Position: Account Manager

Company: Daft.ie

Dates: April 2011 – July 2012, and, September 2013 – December 2013.

- During my time in this role I took a year out to travel, and taught English in Thailand.
- Maintaining and developing relationships with database of estate agents.
- Focus on selling display advertising programmes to subscribed accounts.
- Ensuring client satisfaction to retain database.
- Collaborating on new products and product launch.

Position: Senior Sales Executive

Company: Buy and Sell

Dates: January 2010 – April 2011

- Entry sales position graduating to Senior Sales Executive.
- Maintaining client relationships
- Developing new business

Education:

Institute: IMI / UCC

Qualification: Post-Graduate Diploma in Management

Dates: April 2016 - November 2016

Institute: Hubspot Academy

Qualification: Inbound marketing, email marketing and content marketing certifications

Dates: August 2016 – September 2016.

Institute: The Digital Marketing Institute

Qualification: Diploma in Digital Marketing

Dates: March 2014 – June 2014.

Institute: National University of Ireland, Maynooth

Qualification: BA Sociology and English

Dates: September 2006 – May 2019

Institute: Visions Academy, Thailand

Qualification: 120 hour Tefl certification

Date: July 2013

Interests

- Highly active, love running, the gym and long walks at the weekend.
- Pianist
- Travelling
- Music
- Extremely sociable.

References:

Elaine Burke

Managing Editor @ Silicon Republic

Mark Lyttleton

Head of Product @ Jobbio

Contact details available on request.

