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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

USER-ENG



UX/UI PROTOTYPE



DATA VISUALS



CODING



INSIGHTS



AUTOMATION



PERSONALISING



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

COMMUNICATION
MENTORING
TEAM PLAYER
CREATIVITY
SOCIAL



- 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 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%