

Title

# Cameron Thorn

Global Head of Insights & Analytics at Method Media Intelligence

London, England, United Kingdom | GB

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## Contact

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## Summary

Over the last 10 years I've worked in the Data, Marketing and Advertising sectors. This has included roles in Data Integration, Analysis, Planning and Campaign Development. Recently moved into the Ad-Tech world, working for a fantastic verification/measurement start-up.

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## Experience

### Method Media Intelligence at Global Head of Insights & Analytics

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Promoted to Global Head of Insights & Analytics in January 2021. This role saw me manage the analytics team and be the primary point of contact for clients. Continued to work closely with Marketing and Research teams, but overall, the role focuses on insuring the successful delivery of business objectives to clients and prospects.

Method Media Intelligence

Director of Data and Business Operations

Apr 2020 - Dec 2020

After 6 month contract, became permanent employee for MMI. Areas of work include, Data - Ensure data compliance with all relevant frameworks and regulations (e.g. GDPR, CCPA, Privacy Shield, etc.). This includes managing company privacy policy, registering MMI with relevant bodies and working with legal teams to ensure continued compliance as industry regulations and frameworks change., Business Operations - Assist with new client pitches, account management, creating documents for clients/prospects, setting up PoC's and office tasks related to setting up London office., Marketing - As a member of marketing team, assist with the creation of marketing materials, finding/managing event opportunities and creating/managing monthly newsletter., Research - As a member of research team, assist with research projects, competitor analysis and investigations into tech capabilities.

Method Media Intelligence

Consultant

Oct 2019 - Mar 2020

Brought in as a consultant to assist this start-up with the opening of their London office.

## **Freelance at Freelance Data Consultant**

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Worked as a freelance data consultant for a wide variety of organisations. These contracts were for agencies, in-house and the charitable sector. The areas of work for these contracts included data selections, data planning, business analysis, comms strategy and transformation projects.

Dixons Carphone

Data Campaign Manager

Oct 2015 - Oct 2016

- Manage team of data campaign executives and CRM Analysts
- Make recommendations on campaign structures including test and learn programs
- Oversee on-boarding of data selections from external agency to in house
- Provide input as to formatting, updates, etc. for SCV database
- Provide training for new team members on SCV and campaign management tool (Adobe Neolane)
- Create all process documentation for new in house selections procedures and BAU reporting
- Provide campaign optimization recommendations for all Dixons campaigns

IMImobile

Data Campaign Manager

Sep 2014 - Oct 2015

- Designed customer journeys for Early in Life, Anti-Churn and overall communication strategies
- Carried out BAU and Ad-Hoc reporting
- Worked across US and EU for multiple telecommunication brands
- Client facing role

## Naked Communications

### Data Planner

Nov 2013 - Aug 2014

- Data Planner on Global Airline Account
- Lead Data Planner on user experience project focusing on data, format, content and business rules
- Liaising with clients to come up with solutions to current campaign issues
- Implementing experimental design strategies, full factorial and fractional factorial experiments

## Aimia Inc

### Selections Analyst

Oct 2012 - Nov 2013

- Manage flagship multichannel campaign through various SQL based DWH
- Meet with clients to discuss segments, briefs and capabilities
- Assist with post campaign analytics
- Manage Quality Control for Email, Direct Mail and Market Research campaigns

## Mayhew Animal Home

### Direct Mail & Database Manager

Jan 2012 - Oct 2012

- Manage the inputting of all donations and constituents (oversee 2 volunteers)
- Implement recency/frequency/value model to determine ideal donor journey
- Reconcile fundraising database with financial database on a monthly basis
- Run monthly reports to determine effectiveness of current appeals/campaigns versus historic appeals/campaigns
- Reformat entire constituent code/attribute layout to best understand supporters
- Train team members on how to effectively use The Raiser's Edge

## Seafarers UK

### Database Manager - Contract

Oct 2011 - Dec 2011

- Reformat constituent records (Constituent codes/attributes) to enable better understanding by fundraising team.
- Oversee inputting of all donations/constituent records (via mail,telephone, justgiving, virgin money giving, etc.)
- Reconcile fundraising database with financial database
- Train fundraising team on how to effectively use the Raiser's Edge

## Age UK

### Data Integration Executive - Contract

Feb 2011 - Oct 2011

- Reformatted various files (bank files, justgiving, virgin money giving, various affiliate marketing companies) to allow gift import to The Raiser's Edge
- Manually input all exceptions to The Raiser's Edge
- De-duped thousands of records following charity merger

## Parkinson's UK

### Database Assistant - Contract

Oct 2010 - Feb 2011

-Updated database with all historic trust records

Canadian Nurses Foundation

Development Assistant - Contract

Jul 2010 - Oct 2010

-Assisted Director of Development in creating donor reports and fund applications

- Compiled SQL queries to assist directors in better understanding donor journey

Canadian Red Cross

Donor Relations Officer - Contract

Feb 2010 - Jul 2010

-Contacted donors regarding recent gifts made to the Canadian Red Cross.

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## Education

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## Skills

Databases, Database Administration, Raiser's Edge, Email Marketing, Data Analysis, Database Design, Data Modeling, Database Marketing, Database Security, SQL, VBA, Charity Marketing, Market Research, Social Media Marketing, Digital Marketing, Mobile Marketing, Google Analytics, SAS, R Project, Direct Mail, Database Administration, Raiser's Edge, Email Marketing, Data Analysis, Database Design, Data Modeling, Database Marketing, Database Security, Charity Marketing, Market Research, Social Media Marketing, Digital Marketing, Mobile Marketing, Direct Mail, Fundraising, Segmentation, Analytics, Direct Marketing, Customer Insight, CRM, Databases, SQL, VBA, Google Analytics, SAS, Strategy, Management

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## Keywords

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## Languages

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