Mikal Tang

Profile

I am a commercially focused, experienced marketing communications professional with an analytical, creative and strategic approach to customer communications. A lateral thinker with omni-channel delivery experience at senior level including Account, Project and Campaign Management in B2B and B2C environments, agency and in -house. I'm passionate about digital and online marketing as well as being technically inquisitive with key strengths in CRM   data marketing.

Skills & Experience

- ABM and Programmatic Approach to Demand & Lead Gen
- Commercial expertise in the delivery of digital/technological change
- Experience in managing and implementation of new ESPs and MA platforms
- Maximising and monetising customer experiences by delivering multi-channel lifecycle customer journeys including Email, App, Push, SMS and Social
- Strategic implementation of triggered and automated, data driven, dynamic campaigns
- Digital 'Growth Hacker' - Customer acquisition, brand awareness, loyalty, churn reduction
- Roll out of tactical MVT/AB Split Testing plans leveraging on customer insights and behavioural data and analytics

Attribution Experience

- Customer Lifetime Value (CLV)
- Cost per Acquisition (CPA/CPM)
- Conversion Rate Optimisation (CRO)

Data & Analytics Skills and Knowledge

- GA 360; Tableau; IBM Core Metrics, Adobe Analytics, MS Power BI
- Campaign Tracking & Conversion; Segmentation; Profiling
- GDPR Legislation and Best Practice

Marketing Platform Experience

Adestra, Adobe Marketing Cloud; Braze; Campaign Monitor; IBM Watson; Dotmailer; Emarsys; Epsilon; Mailchimp, Responsys; Salesforce Marketing Cloud; Hubspot

Roles

Contracting Roles   - Oct 2020 - Current   Senior CRM and Demand Generation
Holland & Barrett; The Sole Supplier; Pole Star Global

- Platform SME on SFMC and Braze and Hubspot
- Measuring and tracking ROI against key SQL and MQL KPI's
- Tactical planning of lead funnel and scoring opportunities
- Driving 7x growth in new leads and enquiries
- Strategic responsibility in developing customer engagement road map through omni-channel touch points including app, email, push and SMS
- Defining tactical campaigns in customer, segmentation, personalisation and reducing churn and increasing customer LTV
- Development of acquisition strategy in increasing ROI through customer centric, data driven campaigns and Test & Learn multi-variant testing
- Reporting, analytics and management of multi million £GBP CRM departments
- Managing, supporting and developing staff members

The Travel Corporation; Global CRM Manager   *(redundant)*   October 2019 - Sept 2020

- Data driven role that focuses on delivering and optimising customer journeys through triggered and automated campaigns across USA and EMEA regions using SFMC
- Defining CRM strategy for both B2B and B2C campaigns that deliver continuous growth in customer NPS, CRO and revenue
- Delivering monthly analysis and reporting that identifies trends and opportunities to upscale, expand and optimise the customer journey
- Leveraging customer data against multichannel communications to maximise all user touch points including email, social, paid and direct
- Liaising with internal stakeholders in managing content and multiple projects to time and scale
- Budgeting and forecasting; Responsible for a team of 4 Executives

Totaljobs Group;   eCRM Manager   April 2018 – Oct 2019
Responsible for delivering B2B customer engagement strategy for 11 job board brands across Stepstone UK from niche specialists to large generalists. Driving Leads and Alerts to enable our Sales teams to acquire, convert and up sell at every opportunity of the customer journey.

LiveArea;   eCRM Marketing Strategist   *(contract)*   May 2017 - April 2018
SFMC SME; Strategic account lead for several key brands that represent over £5m in annual agency revenue. Responsible for management and delivery of entire life cycle programmes,

management of contextual and dynamic campaigns leveraging on customer data. Using Agile and Waterfall approach to deliver client road maps, communication strategies and ecrm plans including GDPR readiness.
Agency: B2C; Key clients include: GORE, Heineken, Pandora, Champion, Asics.

Steel London;   eCRM Head of Strategy *(contract)*   **January 2016 – May 2017**
Strategic delivery of client engagement campaigns by leveraging customer data through Omni-channel targeting. Streamlining client internal processes through tactical optimisation of customer journeys and implementation of triggered and automated programmes.
Agency: B2B, B2C, Charity, Retail, Telecoms, Real Estate, Travel & Tourism, Publishing
Key Clients: Greggs; Capital & Counties; TalkTalk, Debenhams, Claire's, Champneys

Acxiom;   Client Program Manager   May 2014 – April 2015
Providing behavioural insights to clients by harnessing customer data and analytics. An international role spanning 4 continents, the role required diligence, patience and strategic foresight to scope, manage and deliver multiple email marketing programs whilst engaging internal and senior stakeholders and delivering against KPIs across multiple time zones.
Agency: B2C, Telecoms, Digital
Key Account: Microsoft – Skype, Office365, XBox

MRM Meteorite Worldwide;   Email Marketing Manager *, Nov 2012 – April 2014*
Management and responsibility of client accounts including project and campaign deployment, customer data segmentation, content strategy, UAT and KPI reporting.
Agency: B2C, IT, Automotive, Retail, Insurance
Key Accounts: Direct Line Group, Costa Coffee, Argos, Dell, Vauxhall Motors

Education and Qualifications

MCIM - Member of the Chartered Institute of Marketing
University of Greenwich: B.A. (Hon's) Business & Marketing Communications (2:1)

Languages & Skills

Excellent English and Cantonese
Proficiency in MS Office & other Windows applications;
Light user in Adobe CS Suite inc. InDesign, Illustrator, Photoshop and Dreamweaver & HTML