

# PRITIE PATEL

## Data Consultant



Wild Squirrel Recruitment

*An experienced data strategist and marketing specialist, working for blue chip companies/brands across a range of industry sectors & international markets.*

*With extensive knowledge of both brand & digital marketing, CRM & expertise in identifying how to use data to enhance customer experience, improve performance against core KPI's & shape longer term business plans.*

*Has strong interpersonal and relationship building skills, along with a collaborative working style which helps to influence, negotiate & challenge the status quo.*

*Always takes a dynamic & pro-active approach to all tasks & eager to meet the challenges of an evolving marketplace, using initiative to overcome hurdles & ensure teams deliver on time, within budget & that all objectives are met.*

## SKILLS PROFILE

### LEADERSHIP

Team Management • Line Management • Mentoring • Craft Leader • Stakeholder Management

### DATA

Strategy • Insights & Analytics • Data Management  
Business Intelligence • Management Reporting  
Measurement Frameworks • Visualisation • Optimisation

### DIGITAL

Website Creation • Campaign Management  
Analytics • Reporting • Customer Experience  
Acquisition • Content Management • Channel Planning

### CRM

Lifecycle Comms • Retention • Newsletters  
Support Comms • Customer Experience  
Customer Journey Management

### BRAND

Brand Management • Communications • Strategy  
Media Planning • Campaign Management  
Budget Management • Product Development

### TOOLS & TECH LITERACY

Analytics • Reporting • Content Management  
Marketing Automation • Database Services  
Project Management • HTML • Basic SQL

### LANGUAGE

Fluent in English • Intermediate Spanish  
Conversational Hindi

## EDUCATION



### MARKETING DIPLOMA

June 2005



### 2:1 BA HONOURS DEGREE

Business & Marketing



### A'LEVELS

Biology, Business & Spanish

## BRAND EXPERIENCE



Sainsbury's Bank



*references available on request*

# THE LAST 18 YEARS

## LEAD DATA STRATEGIST

2019 - Current

Lead strategist for Lexus Europe, owning the data strategy across 37 markets. Working closely with key stakeholders across Lexus, to build a data roadmap to achieve the 3-year business plan objectives.

- Design data-driven solutions for key business challenges to help optimise processes, connect the customer journey & improve performance.
- Partnering with the data engineers, ensuring relevant tracking is implemented & business systems support effective data management.
- Brief & manage analysis projects to gather insights that identify focus areas for optimisation or contribute to future planning.
- Building a measurement framework that underpins all digital activity.
- Develop a suite of reporting to track performance and forecast models to predict future activity which steer media planning.
- Management of junior data analysts, strategist & contractors.

**KIN+CARTA**  
Connect

## SENIOR DATA STRATEGIST (Freelance)

2016 - 2018

Providing strategic consultancy across key accounts working alongside account managers, analytics and technical teams to generate insights from data, to identify gaps and opportunities & present clients with recommendations on how to utilise data in more creative & innovative ways.

- Building a global contact strategy for CRM, brand & tactical communications across multiple platforms
- Coordinated clients' CRM activity from content planning, content development, test & learn activity & email broadcasts.
- Using a variety of data sets & customer insights, create programs designed that deliver sophisticated targeting and personalisation with continual optimisation to drive greater engagement, boost revenue & improve customer lifetime value.
- Creating measurement frameworks & attribution modelling to track performance against core KPI's and optimise activity.
- Line management of a junior campaign manager.

**AnalogFolk**

## DIGITAL & CRM MARKETING MANAGER

2014 - 2016

- Drive the global relationship marketing strategy across all direct and digital consumer touch-points, for the six core brands. As part of this, build the data roadmap that allows markets to effectively build credible consumer & influencer relationships.
- Develop tools & best practice materials, that enable local markets to run effective digital & CRM programmes to deliver brand growth.
- Working with Brand Directors & local markets, to integrate digital & relationship marketing activities that achieve each brand's objectives.
- Manage & continually improve the quarterly dashboard, providing insights that can be actioned & used to enhance marketing planning.
- Advise markets on use of a relevant martech tools, that enhance data collection & connect the customer journey.
- Leading the global database migration and main interface for the database agency.

 **WILLIAM GRANT & SONS**  
ESTABLISHED 1820

## MARKETING CONSULTANT (Freelance)

2011 - 2014

Marketing consultant specialising in developing brand & digital marketing strategies & project managing campaign delivery.

- **BT:** Development of a retention marketing strategy for business broadband customers. Management and implementation of all marketing communications for the programme across all BTL channels, running relevant A/B testing to improve effectiveness of all campaigns.
- **BOUX AVENUE:** Devising a digital marketing strategy to support brand marketing activity, store launches, customer retention/acquisition & project managing the implementation of marketing activity.
- **GORKANA:** Driving the marketing communications strategy across the UK, Europe & the US, to build engagement & optimise digital communications. End-to-end project management for design, creation & production of all customer communications.

 **BT**  


## MARKETING SPECIALIST (Freelance)

2010 - 2011

- Setting the digital vision & strategy for Tesco Mobile. Working collaboratively with the media & creative agencies to ensure seamless planning, development & execution of multi-channel brand, acquisition & retention marketing activity to grow lifetime value across.
- Project lead for the Tesco Mobile website launch managing the business case approval, requirements gathering & site development.
- Development & growth of tescomobile.com to increase traffic, engagement & revenue & optimising to further improve performance.
- Management, support & training of the digital marketing team (1 direct & 1 indirect report).



## SENIOR DIGITAL PROJECT MANAGER

2008 - 2010

Business lead for the re-development and redesign of the 3 main entertainment channels on virginmedia.com.

- End-to-end project management;- business case creation, project initiation & planning, user testing, launch activities & budget management.
- As a member of the project steering committee, communicated project status, risk & issues to senior management.
- Lead a vendor RFP process & was the key contact for all 3rd party suppliers for projects updates & integration queries.
- Collaborated with the relevant business units to assess the marketing & ecommerce opportunities to support the launch.



## BRAND CONSULTANT (Contract)

2007 - 2008

- Worked as a marketing consultant alongside Virgin's Global Marketing Team & local marketing team in India.
- Assisted in developing the brand identity & co-ordinated the planning & execution of a marketing strategy to support the launch of Virgin Mobile India.
- Project lead for the creative development of the Virgin Mobile India website and the creation, production, approval process & delivery of marketing collateral (handset packaging, acquisition campaigns, brand toolkit) and the internal brand engagement programme.



## MARKETING MANAGER

2005 - 2007

- Responsible for the strategic development & operational execution of the multi-channel brand activity & marketing communications, including re-brands, product launches, acquisition activity, upsell, cross-sell & retention campaigns. Identified ways to improve user journeys across virginmedia.com to enhance customer experience & enable the discovery of new products & services to drive ecommerce.
- Management of agencies & relationships with 3rd party suppliers & facilitating the tender & pitch process for new vendors.



## MARKETING EXECUTIVE

2002 - 2005

Assist the Brand & Subscription Managers with the planning & implementation of the annual marketing plan & co-ordinating the creative approval process for brand & acquisition marketing collateral. In addition, measuring campaign effectiveness & managing relationships with the advertising agency, external fulfilment house & other 3rd party suppliers.

