

JULIE WADDUP

***PERSONAL PROFILE:***

I have sixteen years’ experience in direct marketing and customer relationship management. I am extremely organised and my strengths include strategy planning and project management. I have extensive financial planning experience to generate significant revenue targets. I have excellent communication skills and excel in building relationships with colleagues and external agencies. I am confident in dealing with people at all levels and have experience managing people and leading teams.

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***EMPLOYMENT HISTORY:***

***Senior Communications Strategist, Publicis Emil September 2021 to present***

I am currently working on the Mercedes-Benz account to support their customer communications strategy. My role includes responding to client briefs for model launches, newsletters and customer journey planning. I help shape the communication messages and advise on testing and best practice.

***Marketing Consultant and Maternity leave May 2020 – August 2021***

I carried out short term assignments alongside having a child and taking time off for maternity leave.

***Senior CRM Manager, Gap Europe March 2019 – April 2020***

I worked at Gap in the marketing team. I managed the customer loyalty app in the UK, France and Italy as well as the emails in France and Italy. My role covered:

* Ongoing development of the Gap+ loyalty app and managing the app agency Havas
* Launching the app into the Outlet side of the business (end to end project management)
* Setting up and delivering new trigger programmes to enhance customer spend and retention
* Sourcing a new mobile push platform and working on the integration
* Providing monthly management presentations, dashboards and reports
* Managing the CRM Executive and Content Co-ordinator

***CRM Data Planner, Merkle June 2017 - February 2019***

I worked on different accounts at Merkle as a marketing consultant and data planner. I supported Renault UK and worked on several tasks. They included:

* Developing their CRM lifecycle programmes
* Assisting on campaign reporting and customer insight projects (pen portraits)
* Reviewing their acquisition/data capture opportunities
* Supporting campaign development and moving to Adobe Campaign

My previous assignment was to work alongside the TUI UK CRM team. I supported the team by:

* Trialling new customer acquisition initiatives to meet TUI’s database KPI targets
* Creating new briefing documents and ways of working including a new contact strategy
* Leading on developing the product email campaigns (Airways and Cruise)
* Designing new email templates using best practice for personalisation and dynamic content

***CRM Manager, Millennium Hotels and Resorts April 2014 - December 2016***

Role responsibilities:

* Writing and developing the CRM strategy for customers in the European region.
* Planning and executing the email marketing campaigns, working closely with the Digital Marketing team on creative and message integration.
* Managing the global email agency in terms of company requirements and cost control.
* Communicating to the hotels the importance of data capture; monitoring email opt in levels monthly through league tables and incentive campaigns.
* Managing the Database Assistants and supporting their development and growth within the team and carrying out their performance reviews.
* Scoping out new partnerships and closed user group opportunities for promotions and packages.

Key achievements:

* Being instrumental to develop a bespoke global CRM database to house all the regional data sources.
* Leading the tender process to select and integrate a new global email service provider (IBM Marketing Cloud). Being the ‘Org Admin’ and setting up internal processes; work flow documents, templates, data queries and training guides.
* Supporting the Loyalty programme transition in its re-launch and setting up all the email automation programmes.
* Creating and developing a suite of IBM Cognos reports to be used by the regional teams.

***CRM Manager, thetrainline.com September 2013 - April 2014 (Contract)***

Role responsibilities:

* Managing the customer communications strategy and delivering marketing campaigns to generate incremental revenue.
* Leading the segment led customer retention strategy and driving forward the development of multi-channel campaigns through Adobe Campaign.
* Managing all email communication (newsletters and trigger emails) for 3 million customers.
* Approving and developing the social media content for Facebook and Twitter.
* Tracking performance of CRM activity and monitoring metrics to report to senior management.
* Managing the relationships with the external design and email creative agencies.
* Line managing the CRM Executive and HTML Specialist by setting their weekly priorities and acting as a mentor to develop their skill set and knowledge.

Key achievements:

* Working with the Brand Manager and Database Analysts in a segmentation modelling project with Experian and using the learnings to test different marketing messages.
* Refreshing the creative, copy and subject lines in all trigger emails including pre- journey, post journey and mobile app download messaging.
* Planning and executing a series of Christmas campaigns using advanced personalisation based on transactional behaviour and seeing an increase in revenue by 10%.

***Loyalty Marketing Manager, Wyndham Hotel Group November 2011 - May 2013 (Contract)***

Role responsibilities:

* Implementing large scale stay based promotions across on and offline channels to incentivise members to stay at Wyndham hotels worldwide.
* Designing and developing all enrolment collateral for hotels including brochures, posters and pull up banners as well as testing new ideas to increase member enrolments like staff incentives.
* Content management of the English and German regional Wyndham Rewards websites including integration with Brand campaigns and member offers.
* Managing email communication to 500k EMEA members; writing briefs, liaising with email agency regarding testing and sign off.
* Reporting and presenting to franchisees about the loyalty programme, member enrolments and programme enhancements.

Key achievements:

* Meeting revenue targets of $25 million each year.
* Exceeding the 100k annual enrolment target and keeping active rates above 40%.
* Implementing major enhancements to the programme including; new regional websites in English and German, online account messages for members and a new elite member tier.
* Integrating a new redemption platform to give members items to redeem their points towards.

***Direct Marketing Manager, Alzheimer’s Society June 2009 - November 2011***

Role responsibilities:

* Writing the business plans each year to develop the supporter communications strategy and drawing up the budget with monthly forecasting across the year.
* Managing £4.3 million income and £2 million expenditure budget with tight monitoring through out the year by producing monthly status reports.
* Delivering over 30 supporter campaigns a year through a variety of channels including Direct Mail, Inserts, Door Drop, Telemarketing, Face to Face and Email.
* Buying media for acquisition campaigns - including data lists and postcode areas and analysing the results for future campaign planning and LTV.
* Managing and leading a team of three people and mentoring them on a regular basis to be supportive and encourage staff development.

Key achievements:

* Growing telemarketing to make it a viable acquisition channel for the organisation.
* Working with the database team to integrate FastStats and develop a new data selection tool to help increase ROI on supporter cash appeals.
* Promoting sustainable income across the organisation to find new data sources and opportunities.

***Direct Marketing Officer, Macmillan Cancer Support January 2007 - June 2009***

Role responsibilities:

* Managing the high-volume Direct Mail (6 million items a year) and Door Drop campaigns (10 million items a year) from buying and making recommendations on data to briefing new creative ideas to signing off artwork and co-ordinating the printing and fulfilment.
* Managing the Door to Door agency and devising materials for the fundraisers, carrying out regular training sessions, monitoring results, carrying out internal PR and handling complaints.
* Working closely on the DM and Brand integrated campaign and assisting on the production of the DRTV ad including liaising with the case study and giving feedback on the creative.
* Planning and managing the bi-annual Reactivation Telemarketing and DM campaigns by selecting data, briefing the agency, training callers, briefing copy writers and checking proofs.

Key achievements:

* Being instrumental in the success of Door to Door fundraising for the charity to bring on board a new demographic of supporters and signing up in total 10,000 new donors.
* Setting up and growing telemarketing to make it a viable acquisition channel through sourcing data lists to pay per recruit methods.
* Devising a new artwork to print process to eliminate any errors in the high-volume off-line campaigns including a laser enclosing brief for the printers to follow.

***Marketing Assistant, Tommy’s, the baby charity June 2005 - January 2007***

Role responsibilities:

* Managing direct marketing appeals and telemarketing upgrade campaigns.
* Writing copy and producing the monthly supporter newsletter.

Key achievements:

* Developing new payroll giving materials and building relationships with payroll giving agencies.
* Using market research projects and focus groups to inform future marketing strategies.

***EDUCATION:***

March 2017 - May 2017 **Introduction to Web Design**

###### January 2005 - December 2006 CIM Professional Diploma in Marketing

September 2000 - July 2001 **HNC Radio Broadcasting**

September 1997 - June 2000 **BA (Honours) Leisure Management**

September 1994 - June 1996 **A level Media Studies, Physical Education and Dance**

September 1991 - June 1994 **GCSE’s – Maths, English Language & Literature,**

**Double Science, French, Geography and History**