

Jack Dolley

Digital • Business Information Systems • Ecommerce

Hampshire, United Kingdom • Phone: +44 (0)7502 379 524 • jack@jackdolley.com

SUMMARY

An experienced and passionate digital professional with a people-centric approach. Throughout my career I've developed and managed Ecommerce channels & websites, implemented effective digital marketing strategies, and managed complex system migration & deployments - with a proven track record of successfully managing and delivering digital projects.

I am always seeking to develop my skill set and deliver organisational success through digital transformation.

SKILLS

Ecommerce Channel Development • Digital Transformation • Website Design & Content Management • Digital Marketing Strategy • Team & Operations Management • Google Marketing Suite (Analytics, GTM, Search Console) • PPC (Google Ads, Facebook Ad Manager) • SEO • HTML5 & CSS3 Proficiency • Facebook Business Manager • EpiServer • Wordpress / WooCommerce • Magento • Shopify • Business System Migration & Implementation • Product Information Management (PIM - InRiver, Akeneo etc) • Point of Sale Systems (POS) • Inventory, Order Processing, CRM & Warehouse Management Systems • User Training, Documentation & Support • Project Management • Wrike • Jira & Confluence • Adobe Photoshop CC • Microsoft Office / 365

EXPERIENCE

McGregor Group, Bramdean • *Strategic Digital Marketing Executive*

SEPTEMBER 2019 - PRESENT

Responsible for a lead-generation focused digital marketing strategy across all three group divisions (Aircraft Hangars, Industrial Structures and Agricultural Buildings) including budget & resource management, third-party agency management, and data insight-driven strategic planning alongside senior stakeholders in the business. Emphasis on improving the quality and volume of sales leads in all divisions, identifying and exploiting new marketing channels & opportunities, and optimising existing campaigns to support group-level business objectives. My role has also expanded into higher-level business analysis and support of the wider organisation through delivery of new digital initiatives and system improvements.

Indoor Furniture Group (Furniture To Go), Portsmouth • *Ecommerce & Business Systems Manager*

DECEMBER 2018 - SEPTEMBER 2019

At the Indoor Furniture Group I had ownership over B2C and B2B Ecommerce marketing strategies, driving wholesale & retail sales growth through an omni-channel approach.

I successfully launched 350+ new SKUs into the UK, developed & launched a new online B2C sales channel, supported key trading partners to improve Ecommerce performance, and implemented new internal systems & processes to improve operational efficiency and order-handling capabilities.

De'Longhi Group (Kenwood Ltd), Havant - *Group Digital PIM Administrator*

APRIL 2018 - NOVEMBER 2018

Responsible for day-to-day management & administration of an organisation-wide PIM system (InRiver), and implementing its product content into a global portfolio of brochureware and commerce websites. These included international and local market websites for De'Longhi, Kenwood and Braun Household brands.

I worked closely with internal and third-party stakeholders to coordinate product launches and deliver website improvement projects, providing support for local markets' digital teams and their respective agencies including some front-end website development work.

I also played a pivotal role in global group-level activities to conform with GDPR regulations.

The Furniture Store, Auckland, New Zealand - *Digital Marketing, Systems Manager + various roles*

AUGUST 2011 - MARCH 2018

Having worked in various roles at The Furniture Store (from logistics & order fulfilment to retail store management & sales), I was ultimately responsible for all aspects of digital marketing, information systems and Ecommerce to support the growth of the business into a local market leader.

During my time at TFS I developed a successful Ecommerce sales channel from scratch, growing online sales in the bedroom category over 100% YoY with cost-effective digital marketing strategies.

I also managed & supported the business-wide system migration to Cin7, with 10,000+ SKUs migrated from various conflicting data sources to centralise all inventory & order management while improving POS capabilities, enhancing data-driven reporting and subsequently improving the decision-making ability for senior business stakeholders.

EDUCATION & CERTIFICATIONS

Bachelor's Degree - Business Studies

2014-2017

Double major in Marketing & Information Systems - Received Dean's Award for scholarly excellence - Top student Marketing Consultancy Project 2016 (S2). Studied at AUT University for my first year, subsequently moving to Massey University for my second and third years of study.

Google Analytics Individual Qualification

2020

Certified by Google for understanding of advanced Google Analytics concepts.

REFERENCES

All references are available upon request.