

Jack Dolley

Digital • Information Systems • Web & Ecommerce

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SUMMARY

I'm passionate about delivering value through digital transformation. With a wealth of experience in digital technology and an authentic "hands-on" approach, I've had the pleasure of managing & delivering various projects and programs of work spanning Ecommerce, Website Development, Business Information Systems, and Digital Marketing.

SKILLS

Ecommerce Development • Delivery Management • Digital Transformation • DevOps • Agile Methodology • Scrum & Kanban • Project Management • Atlassian - Jira & Confluence • Miro • Business System Migration & Implementation • Team Management • Website Design & Content Management • Google Marketing Suite (Analytics, GTM, Search Console) • PPC (Google Ads, Facebook Ad Manager) • SEO • HTML5 & CSS3 Proficiency • Facebook Business Manager • CommerceTools • EpiServer • Wordpress / WooCommerce • Magento • Shopify • Drupal • Product Information Management (PIM - InRiver, Akeneo, STEP Stibo) • Point of Sale Systems (POS) • Inventory, Order Processing, CRM & Warehouse Management Systems • User Training, Documentation & Support

EXPERIENCE

Specsavers

Digital Delivery Manager

OCTOBER 2021 - PRESENT

Leading multiple software development teams as their Digital Delivery Manager, I am responsible for the delivery of transformative digital products as part of Specsavers' ambitious replatforming of its core Ecommerce systems.

Along with championing agile ways of working and building high-performing teams, my remit includes defining long-term development roadmaps, managing relationships with internal & external stakeholders, and executing comprehensive delivery plans.

Most recently I was responsible for the integration of ForgeRock, an all-new identity management provider, into Specsavers' ecommerce platform including the successful migration of over 1,000,000 customers.

Digital Producer

NOVEMBER 2020 - OCTOBER 2021

Working across multiple delivery teams focused on continuous Ecommerce development, as a Digital Producer I was responsible for supporting and enabling the delivery of high-value digital transformation initiatives in a fast-paced agile environment.

This multi-faceted role encompassed aspects of agile delivery management along with business analysis and product ownership. Utilising high levels of technical & business expertise, I managed complex software releases and successfully delivered new digital products to Specsavers' Ecommerce platform, including the addition of new payment options for contact lens subscriptions - a fundamental and valuable offering for Specsavers Ecommerce customers.

McGregor Group • *Strategic Digital Marketing Executive*

SEPTEMBER 2019 - NOVEMBER 2020

In this role my remit included ownership of a lead-generation focused digital marketing strategy across all three group divisions (Aircraft Hangars, Industrial Structures and Agricultural Buildings) encompassing budget & resource management, third-party supplier management, and data-driven strategic planning at a senior level.

Key achievements included a complete overhaul of the digital marketing function, resulting in a 180% uplift in organic web traffic and marked improvements across various other metrics, along with the introduction of CRM automation and other business system enhancements for the internal sales team.

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

DECEMBER 2018 - SEPTEMBER 2019

At the Indoor Furniture Group I had ownership over all aspects of the digital estate along with B2C and B2B Ecommerce strategy, driving wholesale & retail sales growth through an omni-channel model.

I successfully onboarded a new factory partner with 350+ SKUs into the UK, developed & launched a new online B2C sales channel, and implemented new internal systems & processes to improve operational efficiency and order-handling capabilities in line with strategic business KPIs.

De'Longhi Group (Kenwood Ltd) • *Group Digital PIM Administrator*

APRIL 2018 - NOVEMBER 2018

I was responsible for the management & administration of a global PIM system (InRiver), and implementing its product content into an expansive portfolio of brochureware and Ecommerce 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 front-end website development. During this time 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 Lead (+ various roles)*

AUGUST 2011 - MARCH 2018

Having worked in various functions and roles at The Furniture Store, I was ultimately responsible for all aspects of digital marketing, information systems and Ecommerce development, enabling 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 and continuous development of the core commerce platform. I also managed the business-wide system migration to a new ERP system, 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 decision-making capability for senior stakeholders.

EDUCATION & CERTIFICATIONS

Bachelor's Degree - Business Studies • AUT & Massey University, Auckland • 2014-2017

Double major in Marketing & Information Systems - Recipient of the Dean's Award

Google Analytics Individual Qualification • 2020

Certified by Google for understanding of advanced Google Analytics concepts.