

Conor Cooke

23 Maple Avenue
Throckley
Newcastle Upon Tyne
NE15 9DF

07840199385
cchcooke@gmail.com

Overview & Achievements

Current Strategic Account Manager with a background in digital marketing and computer science. I combine data analytics with digital marketing strategy to achieve business and financial goals for clients. My experience is predominantly across the technology, marketing & ecommerce industries and I am now looking to develop my career further.

Some of my professional achievements include:

- Gaining an internship at highly sought after Government Sister Agency
 - Achieving a First Class Honours Degree in Digital Communications
 - Winning Top Performance Strategist for the financial year of 2021/22 at Visualsoft
 - Managing a global client portfolio for corporate sized businesses
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Experience

SaleCycle / Strategic Account Manager

May 2023 - PRESENT, Gateshead

- Managing key global accounts within the business, responsible for the majority of the company's monthly revenue - Accounts include notable coffee and electrical appliance producers as well as exposure to other medium/high level clients.
- Maintaining cart abandonment email campaigns, testing and optimising aspects of the setup to apply successful learnings across regional accounts increasing key performance metrics such as open, click, conversion rates & average order value.
- Provide a consultative service to clients, understanding business targets and challenges, offering tailored solutions to deliver tangible results.
- Align with customer brand values, effectively communicating these throughout campaigns for an integrated marketing approach
- Leverage data analysis to generate regular performance reports that highlight potential market opportunities for stakeholders.
- Build mutually beneficial relationships with key account contacts through consistent communications and collaboration on projects

Visualsoft / eCommerce Strategist

January 2021 - March 2023, Newcastle Upon Tyne

- Achieved 'Top Performance Strategist' for the financial year of 2021/22.
- As an eCommerce Strategist, my ultimate goal is to help grow businesses online by aligning their needs with Visualsoft products and services. Being the client's primary point of contact for discussing opportunities for growth, I liaise with all of the necessary departments to ensure there is a suitable strategy in place, as well as being aware of any barriers to growth.
- Understanding client needs to confidently suggest appropriate solutions to goals / challenges while meeting internal KPIs such as upselling services.
- Managing client relationships with Visualsoft
- Schedule and attend regular online and face to face meetings
- Aim to resolve complex queries / escalations first time
- Management of 55+ client portfolio

- Creation of bespoke digital marketing strategies around business strengths, weaknesses, opportunities & goals.
- Manage online marketing teams including: Paid Search (Google Ads & Bing Ads), Paid Social (Meta Ads, Pinterest & TikTok consultation), Email marketing, Marketplaces (Amazon & Ebay), Search Engine Optimisation, Conversion Rate Optimisation, Affiliate Network & Agency, Creative media (Videography & Photography)

Barrett Dixon Bell / Digital Executive

March 2019 - January 2021, Manchester

- Promote thought leadership content for B2B clients generating interest in product releases, company initiatives and events registration.
- Analysing and monitoring monthly performance of campaigns, producing reports for account managers and clients
- Managing the agency's and client's websites through CMS - Developing case studies & whitepapers, communications including CSR.
- Building email campaigns through automation journeys in CRM management software, including chat bots
- Creating social media advertisements across a range of social media platforms
- Producing wireframes for client websites and applications in Adobe XD
- Performing audits and UX analysis on client websites to improve performance
- Creating audit dashboards, performing competitor and keyword research and applying findings to content in order to improve domain visibility in organic search
- Assist in the production, delivery & coordination of events within a virtual engagement platform build, Virtual Visitor.

Barrett Dixon Bell / Business Development Executive

December 2018 - March 2019, Manchester

- Lead discovery and qualification.
- Researching and developing an understanding of prospective clients for account-based marketing (ABM) campaigns.
- Producing in-depth reports with analysis of the marketing trends.
- Supporting the internal sales and marketing team in content production: photography, videography and podcasts.
- Managing the agency's online thought leadership publication: The Knowledge.
- Producing the agency's podcast: 99 Problems But Gen Z Ain't One, including creating the branding, topic research, coordination, sound design and managing social media accounts.

Barrett Dixon Bell / Research and Insights Internship

September 2018 - December 2018 - Manchester

- Assisted in department research by delivering relevant insights to inform strategic decision making.
- Gained experience within multiple departments, namely Digital and PR.
- Entered data into the agency's CRM software.

Wishu App / Social media & marketing manager

January 2018 - May 2018 - London

- Conducted marketing activities to promote the distribution of the app through social media platforms and environmental displays.
- Developing the team's understanding of its target market
- Creating objectives to increase customer reach and development of the company's online presence
- Creating regular content to share across multiple platforms
- Created regular reports in order to summarise marketing efforts and results for company

- Proposing, coordinating and implementing cost effective marketing campaigns to continue driving the growth of the app

Government Sister Agency / Cyber Security Internship

July 2016 - September 2016 - London

- Summer internship used to develop understanding of the structure and insecurities of modern mobile applications around cyber security

Education

Royal Holloway, University of London / BA, Digital Media Communications, First Class Honours

September 2015 - July 2018, London

A course split between computer science and digital marketing covering the creative processes and application of digital projects. The course introduced technical skills such as HTML, CSS & Python while exploring elements of UX & UI, Human Computer Interaction and web design. The course encouraged the practise of creative solutions to reinforce theory and practise.

First Year:

Introduction to Programming
 Computing Laboratory (Game Design)
 Film, Television and Digital Histories
 Introduction to Digital Media 1
 Introduction to Digital Media 2
 Academic Writing Skills

Second Year:

Internet Services
 Data Analytics and Visualisation
 Transmedia
 The Creative Industries
 Digital Media Communications
 Digital Aesthetics and Software Politics

Third Year:

Team Project in HCI (Human Computer Interaction)
 Geopolitics of Media and Communications
 Television and Digital Culture
 Advanced Digital Media Communications
 Advanced Digital Media Communications Project
 Advertising and Promotion for Brand Marketing

Activities and societies: Course Representative, Lacrosse Team (Vice Captain), Student Volunteer (Environmental)

Skills

- Certified Google Analytics (Advanced)
- Experience in HTML & CSS
- Experience in SQL
- Experience in Python