

# Louis G Thompson

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## PROFILE

Throughout my career I have worn many different hats – Head of Digital, Project Manager, Digital Consultant, Account Manager, Product Manager, Designer and general digital evangelist.

In my current position, I work within the management team reporting directly to the MD promoting best practice across all digital marketing and development projects. I also play a key role in all new business pitches and tenders producing the documents and presenting to senior stakeholders at tier 1 brands. Managing and developing the people within my team is a top priority.

I take a cradle to grave approach with all projects; from creating a range of digital tactics to clients and taking the initial brief through to working directly with all team members to produce high quality work to budget and spec.

## ACHIEVEMENTS SUMMARY

- Managing the rebrand of Network Q (General Motors Group)
- Planning and implementing the transfer of Network Q website onto Vauxhall.co.uk
- Responsible for a 25% growth of an overall integrated account in Q1 2014
- Managing the digital support of a National TV campaign for redspottedhanky.com
- Managing the design and build of the website for the multi million pound Battersea Power Station Development
- Introduction of display and remarketing activity for Namco nationally
- Management of multi-national display and video production for Puma
- Implementation of processes to improve quality, output and profitability of department
- Prince 2 Practitioner

## KEY SKILLS

Client Management	Digital Strategy	Team Management
Process Creation/Implementation	Project Management	Account Management
Account Growth	Technical Knowledge	Product Development

## EMPLOYMENT

01/18 - Present

Freelance

Digital Strategist

1/16-12/17

Bareface

Head of Digital

- Managing all aspects of digital marketing across the agency
- Running a team of 6 direct reports with a mix of developers and account executives including training and development
- Managing P&L/Utilisation for digital and development departments
- Leading new business pitches and tenders
- Introducing new processes across the agency to improve efficiency and profitability
- Controlling and scheduling workflow for all client work
- Advising on UX and best practice internally and externally
- Deliver insights and recommendations based on in depth analytics
- Digital evangelist providing insights on new techniques, technologies and practices company wide
- Requirements gathering, technical consulting and management of projects across development and digital

For previous employment details, interests, qualifications and personal details, please continue reading.

**6/14-12/15**

**Inspired Thinking Group**

**Digital Project Manager**

- Creating, presenting and executing holistic digital strategies for tier 1 brands
- Interpreting specs and creating briefs for the production of video and banner assets for Puma internationally
- Developing and executing paid media strategies across Adwords, GDN, Facebook and twitter
- Managing complex web/system builds from cradle to grave
- Consulting on a broad spectrum of digital tactics/strategies/best practice
- Create wireframes and deliver best practice UX through data analysis and research
- Implement single user website/conversion tracking via google analytics
- Create and implement local digital marketing strategies to complement national activity
- Deliver insights and recommendations based on in depth analytics
- Creating and executing social media strategies
- Digital evangelist providing insights on new techniques, technologies and practices company wide
- Training and management of junior staff members

**05/13- 6/14**

**Cogent Elliott**

**Digital Account Manager**

- Managing client relationships from a digital perspective.
- Growing digital accounts by presenting new services to clients
- Responsible for developing and implementing QA testing process for the digital department
- Managing financial aspects of client accounts including quoting, planning and billing
- Managing digital projects from initial brief through to delivery
- Ensuring work is integrated with other departments
- Creating bespoke digital marketing campaigns for major brands
- Mentoring and developing junior/new members of staff

**08/12- 06/14**

**L'Coco Designs Ltd**

**Founder**

- Producing project plans
- Designing and developing bespoke web solutions
- Designing and printing bespoke marketing material
- Creating and implementing social media campaigns
- Selling website packages to small businesses
- Creating and implementing SEO and PPC campaigns
- Monitoring development work to ensure work is completed on time, on budget and to specification
- Testing and QA on development work
- Creating and delivering HTML email campaigns
- Managing finances to ensure profit is as per company target
- Managing offshore development teams to ensure projects are delivered on time and on budget
- Analysing website traffic and referrals using google analytics

**08/11- 08/12**

**Corporate Rewards**

**Digital Product Manager**

- Developing new product for the employee benefit market
- Producing project plans
- Monitoring projects to ensure all elements and resources are in place and on time
- Delegating work to relevant people and ensuring work is completed to client specification
- Raising purchase orders and invoices
- Getting quotes on design and functional developments
- Monitoring development work to ensure work is completed on time, on budget and to specification
- Testing and QA on development work
- Creating and maintaining reward programmes for clients
- Creating and maintaining websites for multiple clients
- Communicating with 3<sup>rd</sup> party suppliers
- Designing and distributing marketing material
- Driving user engagement using traditional and innovative methods

**02/11 – 08/11**

**P&MM Employee Benefits**

**Digital Marketing Executive**

- Creating and maintaining bespoke websites for multiple clients
- Designing and creating digital and printed marketing material
- Communicating with external suppliers to source new offers and incentives
- Creating content and imagery within brand guidelines
- Support other areas of P&MM to ensure marketing activity is smooth across the board
- Work with account managers/executives to establish specific client requirements
- Making sure all client needs are met by pre-determined deadlines
- Obtaining quotes and timelines for new development work

**08/09- 02/11**

**TUI UK & Ireland**

**Business Acceptance Tester**

- Reviewing and understanding business requirements at project initiation so that scripting can be carried out
- Analysing business requirements to assist Business acceptance manager with planning amount of testing required
- Creating and executing test scripts
- Working with and assisting the IT test teams with definition of scripts to suit the level and type of change being delivered.
- Tracking defects using appropriate software and working with colleagues in IT to track status
- Investigating root causes of front end issues e.g. looking at HTML/CSS codes
- Understanding source of defects and assigning to relevant application / database project lead
- Understanding the impact of any defect delivered to production and use this to determine the priority of the defect based on business compromise.
- Ensuring test environments are viable and data within meets needs of test scripts
- Supporting implementation to production via testing the live environment during releases
- Keeping business acceptance manager and business owners informed of release status at appropriate phases of testing and implementation
- Participating in project and development meetings
- Seek and feedback on ways to improve testing methods and execution
- Deliver training on bespoke systems and products company wide

## **EDUCATION**

BTEC ND Music Practice  
Prince 2 Practitioner  
9 GCSE's

## **INTERESTS**

Reading / Technology / Socialising / Cinema / Cooking / Web Design / Graphic Design / Comedy

## **PERSONAL DETAILS**

DOB: 17<sup>th</sup> January 1989  
I have a full driving license and my own transport.