

CRM CONSULTANT



Sean Kerrigan

Mobile : 07946706165

Email : Sean.kerrigan@cacafuego.co.uk

Web : www.cacafuego.co.uk

▼ Professional Bio

CRM specialist with over 20 years of experience, working both agency and client side. I have worked on every stage of a CRM program.

Asking what are the business goals directly relevant to the CRM program, and what KPIs will define success . Preparation, "What would a stable and accurate single customer view look like and how would we create a platform for it".

Modeling involves augmenting the data, analyzing it , model creation and hypothesis testing. This phase should reveal patterns and trends, which in turn become insights and recommendations. Which are developed into a strategic plan to achieve the business goals.

Implementation of the plan requires stakeholders to be convinced to validate, accept and adopt the plan .

The plan is actioned and continually evaluated using the predetermined KPIs of success

Companies I have worked for in CRM /Data planning roles



▼ Recent Experience

2022-04 - 2023-04

Data Strategy Manager - Contractor - SKY

Managing campaign planning across 100+ campaigns per quarter. Recommending communication strategies to optimise channel mix. Providing campaign evaluation and reporting. Presenting insights to direct future marketing activity.

Ad hoc projects to identify risks and opportunities. Analysis of the SKY database to improve customer targeting at a strategic, tactical, and operational level. Designing dashboards in tableau and selling the software into stakeholders as the primary reporting across the business, including creating bespoke KPI's and metrics for the end users. Championing a CRM approach into a business that is structured into product silos and operated as independent business units.

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2012-03 - 2021-06

Data Planning Manager Contractor - Royal Mail

A very broad role involving all the fundamentals of CRM programs, combined with ad hoc projects.

Helped design and implement four generations of customer segmentation models. Involved in the day to day data planning, campaign management and performance evaluations, resulting in a £3.8M p.a. saving in marketing costs for the B2C Stamps team.

Analysis of the Royal Mail B2B database to improve customer targeting for the marketing teams. Implementation of FastStats across the business, including creating bespoke KPI's and metrics for the end users. Campaign performance reporting. Ad hoc analysis for internal clients and presenting findings and recommendations. Ensuring GDPR compliance. Project management of 'data scientists', for the creation of models to predict churn and product uplift.

2011-06 - 2012-01

Senior Data Planner - Agency Gyro for client L'Oreal

Goal

Old website was Non-Ecommerce, essentially a brand / product awareness tool. Client required the site to be a revenue Centre, and have proof that retrospectively the site had generated enough incremental sales to cover CapEx and Opex costs.

Solution

Directly involved in the launch of a new "L'Oreal Insider" website. Segmentation of member database. Redesign of the website to capture, behavioural and product preference data. Monetising the CRM program via Ecoupon redemption. In charge to Google Analytics reporting and the email marketing program.

2011-06 - 2012-01

Senior Data Planner - Agency Gyro for client Heathrow Express

Goal

Identify if heavy use of price discounting as a repurchase incentive has a net positive impact on customer retention.

Solution

Creation of a ECRM program for Heathrow Express. Implementation of FastStats and Peoplestage as the CRM platform. Segmentation of the database with a control to test what level of discounting if any has an impact on sales. No, discounting strategies did not have a net positive impact on retention.

2010-08 - 2011-06

Data Planner - Whitewater - Charities (RSPCA, RNLI)

A specialist marketing agency focusing solely on the charity market. I was hired to build a data planning offering from the ground up.

I was directly responsible for providing data planning, insights and strategy for all clients. Standardising and automating reporting and results reviews as much as practicable, every report was a "little work of art".

Worked on a model to predict legacy giving for a major client

Mapped out a lifetime value journey and an in-depth review of cold channel acquisition payback. "Do the extremely high acquisition costs ever deliver a positive ROI". For a particular client the answer was NO, and combined with a declining donor base, indicated the charity needed to revise donor strategy or risk closure.

▼ Skills / Education

- **SQL Server**
- **Tableau**
- **FastStats**
- **Google Analytics**
- **IBM SPSS**
- **Microsoft Office Suite**
- **Bigquery (fundamentals)**
- **Azure (fundamentals)**

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- **Wolverhampton University – Law Degree**

▼ Certification (pdfs available)

- **Google Data Analytics**
- **BigQuery Basics for Data Analysts**
- **Tableau Fundamentals**
- **Google Foundations of User Experience (UX) Design**
- **Data Analysis with R Programming**
- **Google Ads Search Certification**
- **Google Ads Display Certification**
- **Introduction to Python**
- **Introduction to Data Science in Python**

▼ Communication

An adept and confident communicator. I have delivered hundreds of presentations, and dozens of new business pitches over the last 20 years. I can convey key insights and recommendations clearly and effectively to audiences ranging from CEOs, marketing directors, product managers, creatives, down to customer advisors working in a call Centre.

▼ References

[Available upon request.]