

## Experienced Digital Manager and Customer Experience Specialist

Customer-focused professional with experience across internationally recognised B2C brands, delivering digital projects that drive revenue growth, expand customer databases, and improve overall customer experience. Combines strategic thinking with hands-on execution to achieve measurable results across multiple channels. Most recently introduced agentic AI solutions to enhance customer help and support journeys, increasing efficiency, personalisation, and satisfaction. Brings strong stakeholder management, data-driven decision-making, and a continuous improvement mindset to deliver scalable, future-ready outcomes.

### Areas of Expertise

- Product Ownership & Collaboration
- Data Driven Optimisation
- Strategic Integration of AI
- Sales & Revenue Generation
- Strategic Planning & Execution
- Project Planning & Management
- Digital Strategy
- User Research
- Customer Support Optimisation
- Contact Reduction
- Cross-functional Collaboration
- Agency Relationships

### Work Experience

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#### VodafoneThree, London Digital Journey Manager

2023 – Present

Digital Journey Manager within Vodafone's Digital In Life Journeys team, responsible for delivering seamless, customer centric digital experiences across the My Vodafone App (MVA), My Vodafone Online (MVO), TOBi, IVR and Help & Support channels. Represented the voice of the customer, owning the strategic direction, optimisation and performance of key end to end journeys spanning Start up, Setup, Get Help and Network diagnostics. Worked cross functionally with Product, Service Design, UX, Research, Analytics, GTM and Network teams to reduce customer friction, increase digital adoption and improve customer satisfaction (tNPS/CSAT).

- Developed AI into Help & Support Customer Journeys - Led the strategic alignment and integration of the Mobile Network Diagnostics experience across App, Web, Help & Support, chat, voice, and Assisted channels. Simplified diagnostics journeys to introduce conversational, AI-driven interfaces (Agentic AI, LLM-powered touchpoints).
- Network Status Checker - Led multiple redesign and UX improvements, including logic updates, proactive communications, accessibility enhancements and improved supporting content driving a +10pt improvement on CSAT and 50% increase in customers self-serving.
- Order Tracker Optimisation - Identified key failure points across FAQs, cancellations, messaging and order status updates. Drove changes to reduce assisted contacts by ~1.2k+ per month.
- Help & Support / My Vodafone Optimisation - Identified and shaped improvements to MVA Help & Support journeys with meaningful opportunities for contact reduction and improved MVA adoption. Spearheaded app-promotion mechanics from MVO & registration journeys, generating 230k+ monthly desktop impressions, and 24% conversion rate.
- AI-Assisted Search - Delivered improvements to search experiences across Digital, ensuring accuracy, relevance and business alignment. Helped develop invocation points for surfacing the new tool, and ensuring optimal UX and customer journeys.
- TOBi / Chat Journeys - Identified and resolved widespread bugs affecting the chat UX, reducing failed journeys and improving continuity. Delivered enhancements to data-checking flows, resulting in 20% improvements on goal completion, and reduction of 2k assisted contacts per month.
- Welcome Journey Transformation - Drove the redesign of the cross-channel Welcome Journey to improve onboarding, app adoption and personalised support. Introduced multiple new app adoption drivers, helping reduce assisted contacts for early life customers. 330k impressions per month, delivering business objectives.
- Other Network Programmes (NDA) - Provided journey perspective and user-experience input into complex network changes to support forthcoming products and technologies. Contributed insight and requirements for new coverage logic, diagnostics and issue reporting flows. Led UX developments to support the new proposition, rapidly prototyping various solutions and defining requirements and changes.

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Develop the digital strategy to drive business priorities; driving revenue through the website & app, driving customer acquisition, retention and engagement. Lead a team of 2 FTEs and multiple contractors, working with multiple departments and specialist agencies to develop best-in-industry solutions, with continuous MVT and CRO processes to optimise each channel and its content. Reporting to director level and presenting company wide, managing a £500k budget, delivering over £200 million in revenue in 2022. Working closely with the customer support team to drive improvements to the customer support platform, increasing customer self-service, reducing ticket touches, and increasing CSAT scores. Support all areas of the business to embrace digital solutions to improve the overall experience of the customer throughout their journey.

- Launch of two responsive CMS driven websites, precisely on time and budget.
- Launch of two booking engines, featuring a 70% reduction in text, 1% increase in eCommerce conversion rate, 3min reduction in booking time.
- Delivered a UX/CX project to introduce 6+ new mandatory questions to the booking flow with 0% drop in conversion rate.
- Product owner of My Eurotunnel; specification, design & launch; Over 800k accounts, 50% of bookings, 65% marketing opt-in.
- Introduced fully automated triggered emails with over 2,500% ROI, and 43% marketing opt-in.
- Introduced virtual queuing during the pandemic in <1 week, during our busiest online sales period ever when bookings peaked at over £2 million per day
- Implemented Zendesk & Live Chat, helping over 50k users self-serve per month, shifting email and telephone contacts to the more cost-effective channel.
- Delivered multi award winning strategies; “Best use of Digital” and “Best use of Search” in 2020.
- Short-listed for “App of the year” (UK Dev Awards), “Best Use of Search” (UK Search Awards) and “Travel/Leisure App of the Year” (UK App Awards) in 2022.
- Developed a low cost, fast-track digital solution to facilitate duty free shopping post-brexit, with a 27% marketing opt-in.
- Created industry leading multi-language COVID hub during the pandemic that was referred to by other travel companies with over 7 million page views.
- Created & launched the COVID PAX Wallet, integrated with existing systems, working closely with IT/MIS, Operations and Government agencies to deliver a solution in under 3 months.
- Designed and launched the My Eurotunnel app during the pandemic - delivering £1million of revenue per month and 190k app downloads
- Multiple eCommerce projects essential to the post-pandemic recovery; Promotional codes, Refundable tickets, Online vouchers, Online cancellations.
- Implementing Salesforce Interaction Studio to provide personalised targeted content to My Eurotunnel users to drive engagement and loyalty with over 7 million impressions with a 10% conversion rate.

#### **Additional Experience**

- Hornby Hobbies Ltd - eCommerce Manager
- Business Computer Solution - Lead Web Developer
- Steelprint Ltd - Lead Web & Print Designer

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#### **Training & Education**

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BA Hons 1st, Digital Media - Canterbury Christ Church University  
Professional Diploma, Digital Marketing - The Institute of Direct Marketing  
Certificate, Digital Project Management - The Institute of Direct and Digital Marketing