

LUKE AXCELL

Email Marketing Specialist



About me

I'm a specialist in all aspects of email marketing including design, development and strategy. Working in B2B and B2C ecommerce environments I have helped companies make the most of their tools to increase ROI through optimisation, segmentation and automation.

I'm experienced at working globally with multiple stakeholders and creating customer journeys that build brand, improve the user experience and drive revenue.

Get in touch



lukeaxcell@hotmail.co.uk



www.lukeaxcell.co.uk



Bristol, UK

Key skills

- | | |
|------------------------------|------------------------|
| ✓ Email Automation | ✓ Segmentation |
| ✓ Email Design & Development | ✓ Deliverability |
| ✓ Email Optimisation | ✓ Multivariate testing |
| ✓ Behavioural Campaigns | ✓ Ecommerce |
| ✓ CRM Strategy | ✓ Google Analytics |

Experience

Email Campaign Manager
Ickle Bubba
July '20 - Present
Cheltenham, UK

Responsibilities

Managing all of Ickle Bubba's email marketing activity. Introducing brand new behavioural campaigns such as browse abandonment, post purchase and high product interest. Implementing a segmented approach to BAU sends and optimising emails to be mobile-friendly and improve performance.

- Increased email share of revenue by 40% in 4 months
- Increased Average Open Rate by 20%
- Increased Average Click Through Rate by 27%
- CRM strategy development
- Introducing segmentation based on customer lifecycle
- Focus on behavioural campaigns to increase revenue

Email Marketing Executive
Nisbets
Aug '18 - June '20
Bristol, UK

Responsibilities

Developing campaigns for multiple territories and managing targets. Focusing on automated, behavioural campaigns to drive revenue. Creating customer journeys to improve user experience and build brand engagement. Consistently testing, optimising, and delivering insight to the business. Working closely with data/insight team and other marketing channel managers to deliver effective marketing campaigns.

- 12% YoY Email revenue growth (£262k)
- 14.6pp YoY Average Open rate increase
- 1.5pp YoY Average Click Through Rate Increase
- Developing a brand new email strategy
- Introducing segmentation strategy to target industry specific sectors
- Focus on customer lifecycle and behavioural campaigns to increase revenue

Funky Pigeon
Web Design Executive
Oct '14 - Aug '18
Bristol, UK

Responsibilities

Design, development and dispatch of email marketing communications. Creating assets for digital marketing activities and print. Working with the marketing manager and insight analyst to develop hyper-personalised email campaigns that generated an additional £340k revenue within 12 months. Improving email performance using campaign reports and Google analytics. Developing brand new mobile-friendly, HTML email templates to improve user experience and inbox rendering.

- Using personalised imagery to increase engagement
- Monitoring IP reputation with Return Path

Freelance Digital Designer
Self Employed
Aug '14 - Nov '15
Bristol, UK

Responsibilities

After being made redundant from my previous role I decided to take some time to travel and work on alternative projects. This included developing small brochure websites, creating marketing material and wedding photography.

Service Manager
Infinitas Learning
Dec '10 - Jul '14
Cheltenham, UK

Responsibilities

Central point of contact for publishers across Europe managing the production of online books, technical support and aiding with platform releases, acceptance testing and UX.

Production Assistant
Infinitas Learning
Dec '09 - Nov '10
Cheltenham, UK

Responsibilities

Working in a research and development team to create new product ideas, proof of concepts and multimedia production.

Other Skills

- | | | |
|---------------------|-------------------------|-----------------------|
| ✓ Klaviyo | ✓ Reporting | ✓ GDPR |
| ✓ Communicator | ✓ Cheetah Digital | ✓ Photoshop |
| ✓ Dynamic Content | ✓ Email Personalisation | ✓ Excel |
| ✓ Welcome Campaigns | ✓ Transactional Email | ✓ Email Testing Tools |
| ✓ Return Path | ✓ HTML, CSS | ✓ Winback Campaigns |

Education

University of Gloucestershire
Multimedia BA 2:1
Sep '06 - June '09
Cheltenham, UK

Description

Studying Multimedia allowed me to touch on a variety of skills from web design to 3D animation.

Caldicot Comprehensive
A Levels & GCSEs
Sep '99 - June '05
Caldicot, UK

Description

A Levels
English, Design technology, I.T.

GCSEs

Math's, English, Science, Drama, Geography, Design Technology, Religious Studies, I.T.