

# Sherrel Solomon BA (Hons) Dip DigM

## Email & Marketing Automation Specialist

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### PROFESSIONAL SUMMARY

I am a creative, data driven marketing automation specialist with 10 years of experience using email and SMS automation to execute automation strategies that drive commercial values through engagement, lead generation, cross-selling and up-selling across products. My data and analytics background coupled with my extensive experience in email marketing enables me to drive data-driven decisions and implement full customer lifecycle strategies and programs.

### CORE SKILLS

**Digital Marketing:** Email & SMS marketing | Marketing automation | CRM | PPC | Social media | A/B testing | Customer journey mapping | Marketing operations | Marketing technology | PPC | Programmatic | GDPR | Competitor analysis | Ecommerce | Single Page Application (SPA) | Cookie consent management | Segmentation | Contact list management

**Data & Analytics:** Looker Studio | GA4 | Power Bi | Advanced Excel | Google Tag Manager (GTM) | SQL | UTM tracking | Google Search Console (GSC) | Big Query | Data Visualisation | Cross domain tracking | Data layers

**MarTech Stack:** Acoustic (SilverPop) | Dynamics 365 & ClickDimensions | Umbraco | WordPress | Litmus | Adthena | Meta Business Manager | Hotjar | SEM Rush | Moz | Adobe Creative Cloud | Google Ads | JavaScript | Microsoft Ads | Mailchimp | HTML | CSS | Figma | Cookie Bot | Mixpanel | Microsoft Clarity | VWO | Consent Mode

**Management:** Strategy | People management | Commercial acumen | Budget management | Problem solving | Training | Mentoring | Reporting | Presentation skills | Adaptability | Collaboration | Communication | Attention to detail | Compliance | Leadership

### CAREER SUMMARY

#### Digital Analytics Manager | Ardonagh Advisory | Remote, UK | Mar 2024 – Present

- Superuser and day to day manager of all marketing analytics tools and Google marketing suite products such as Google Analytics 4 (GA4), Google Ads and Google Search Console.
- Led the strategic planning and execution of all tracking, analytics and email initiatives, ensuring seamless integration across web and app properties and alignment with the business's digital transformation goals.
- Following tag implementation best practices to deploy various third-party marketing tags such as Facebook pixel, LinkedIn pixel, Cookiebot, Infinity call tracking and Hotjar through Google Tag Manager (GTM).
- Implementing cross domain tracking through GA4 and GTM, across various types of digital platforms including static content sites, ecommerce sites and Single Page Applications (SPA) using advanced HTML, CSS and JavaScript triggering techniques to register page views and custom events.
- Building advanced reports using Excel, SQL, Looker Studio and Power Bi to build dashboards combining multiple data sources to provide reports to senior leadership, trading, marketing and various teams within the business.
- Overseeing a team of two, consisting of an Email Marketing Manager and Digital Marketing & Analytics Executive.

- Working collaboratively with diverse teams in a fast-paced, digital-first environment to support the company's ongoing digital transformation efforts.

### **Digital Journey Manager | Ardonagh Advisory | Remote, UK | Sep 2023 – Mar 2024**

- Promoted to Digital Marketing Effectiveness & Analytics Manager within six months.
- Consulting the Email Marketing Manager and marketing team to optimise the customer journeys through marketing automation and email marketing strategies for the Towergate brands. I also managed the email marketing activities for the Footman James brand. Mapping end-to-end customer journeys across multiple channels using research, insights, feedback and consumer behaviour.
- Analysing marketing effectiveness and processes to identify areas for improvement and provide solutions to improve effectiveness, conversions and top-of-the-funnel activity.
- Implemented continuous optimizations of tracking solutions and ensured proper data flow through GA4 and GTM, delivering actionable insights for data-driven decision-making across marketing channels.
- Overseeing and completing day-to-day content updates and maintenance across the digital estates using Umbraco Cloud.
- Identifying and implementing new opportunities throughout the digital consumers to deliver high-performing and meaningful interactions across all digital channels.
- Collaborating with web developers, UX designers, and IT to enhance web performance, health, and conversions. Overseeing and completing day-to-day content updates and maintenance across footmanjames.co.uk and towergateinsurance.co.uk using Umbraco.
- Built functional funnel reports to monitor top-of-the-funnel activities and performance to identify opportunities to optimise customer journeys and channel effectiveness, using GA4 and advanced Excel techniques.

### **Marketing Executive | Ardonagh Advisory | Hybrid, UK | Jan 2021 – Sep 2023**

- Promoted to Digital Journey Manager within 3 years (September 2023) and nominated 'Rising Star 23' at Ardonagh's Spotlight awards for leading FJ's marketing automation strategy.
- Resolved web analytics tracking issues within email campaigns and built automated email and SMS campaigns. I implemented a range of retention, cross-sell, renewal and win-back campaigns targeting customers throughout the entire buying lifecycle. Ensuring the required data was available in the email marketing platform and segmenting customers who meet set triggers and criteria. These campaigns have resulted in a c650% increase in tracked gross written premium and a c400% increase in online conversions from email campaigns.
- Successfully migrated and rebuilt the email marketing organisations in Acoustic and launched FJ's automated email and SMS renewal workflow. Built a series of portal opt-ins, renewal invite notifications, reminders and lapsed notifications. Designed and implemented the process, data flow, data segmentation and journey for each touchpoint in the journey. Saving the business c£97k on postage and printing by allowing for compliance lead communications to be sent digitally instead of by post.
- Introduced a process and workflow to automate confirmation emails and validate attendees arriving at Coffee & Chrome meets. Using technology and systems already available, I was able to implement new web forms that allowed us to send confirmation emails instantly and a check-in system that allowed us to ensure someone was registered to attend the meet. Resulting in a c75% reduction in queries driven into the business and a process that was replicated at other events.
- Leading the development of the marketing operations, automation and technology strategy. Managing various third-party implementations including Acoustic to ensure all best practices are being met and that we are benefiting from new product enhancements available in the platform.
- Designing and executing marketing automation and digital strategies and digital customer journeys for B2B and B2C audiences. Driving retention strategies to keep customers within Footman James' digital channels including pop-ups across the website to drive newsletter sign-ups, lead generation magnets

to gain renewal dates; and implementing cross-sell opportunities and win-back campaigns to drive revenue and leverage CLTV.

- Transformed the businesses marketing technology and analytics strategy. Implementing a range of monthly reports and dashboards to report key performance figures to the business for each campaign and workflow, with a focus on KPIs such as open rate, CTR, unsubscribe rates and post-click engagements including calls, leads and tracked online conversions. Making suggestions for improvements to messaging or timing and A/B testing creatives.
- Using advanced Excel techniques and to drive the creation and optimisation of customer journeys and contact strategies, with continuous testing of on-page, email elements and timings to ensure that all touchpoints are driving the best possible engagement and conversion rate.
- Overseeing the design, build of responsive HTML emails, copywriting and delivery of ad-hoc email or SMS campaigns and workflows using customer segmentation to serve dynamic content, personalisation, key messages, propositions and benefits for each customer journey, touchpoint and campaign.
- Superuser and day-to-day manager for all marketing technology tools such as GA4, GTM, Acoustic, CookieBot, StackAdapt and Infinity. Using Google Tag Manager to implement marketing technology tools in the stack and enhance event tracking.

### **Marketing Executive | Boden Group | Birmingham, UK | Mar 2018 – Jan 2021**

- Responsible for creating and executing B2B and B2C multichannel marketing plans. I produced various marketing collateral, including case studies, tender documents, blogs, awards submissions and social content. I also managed the rebranding project from Boden Resource to Boden Group.
- Managed the hygiene of data within the CRM, JobAdder & RSS. I oversaw the integration of the CRM into the job board using APIs and webhooks, allowing real-time updates across the website and removing the need for manual intervention.
- Built email marketing campaigns, including newsletters and automated workflows, using Mailchimp and JobAdder.
- Built marketing spend budget trackers and various marketing reports to assess marketing performance and effectiveness using Google Analytics, Search Console and various platforms.
- I managed the running of the website and job board integrations to the CRM. During my tenure, I also oversaw the rebuild and replatform of the website from Volcanic to WordPress and managed the SEO strategy to maintain position one on Google for target keywords.
- I shaped and managed a marketing budget of c£30k from nothing to support the business' increase in marketing activities such as paid social campaigns, spreads in publications, press ads and leaflets.
- Line manager duties for a temporary Admin Assistant carrying out a CRM database cleanse.

### **EXTENDED CAREER SUMMARY**

- Digital Marketing Executive | Hadley Group | Nov 2017 - Mar 2018
- Digital Marketing Coordinator | Eversheds Sutherland | Apr 2015 - Nov 2017
- Web and Marketing Advisor | ATS Euromaster | Jan 2015 - Apr 2015
- Digital Marketing Intern | Eversheds Sutherland | Sep 2014 - Dec 2014

### **EDUCATION & QUALIFICATIONS**

- Google Data Analytics Professional Certificate – Google
- Google Analytics (GA4) Certification – Google
- IDM Professional Diploma in Digital Marketing (Dip DigM) – Institute of Data & Marketing
- 2:1 BA (Hons) Business & Marketing – Birmingham City University