Jason Godfrey
Analyst and Customer Digitalisation Specialist

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- ✓ Adaptable
- ✓ Analytical
- ✓ Autonomous
- ✓ Collaborative
- ✓ Creative
- ✓ Eager to Learn
- ✓ Result Oriented
- ✓ Hard Working

Danish | PD3 & FVU4
- Work Proficient
English | Native
- Fluent

Profile

I can contribute as a consultant by applying my experience in digital marketing combined with core customer experiences, value propositions and market analysis tools for your customers.

Furthermore, I can provide value for the company during the development process as I have specialised in digitalisation of ideation processes in a customer centric organisation, as well as learnt different facilitation methodologies.

I am looking for a position that focuses on personal development with the ability to work across industries and influence processes. I combine my understand of analytical methods and my motivation to be involved in of being involved in the creative process to develop initatives.

CONSULTANT COMPETENCES

User Analysis
- Strong Analytical background from CBS with focus on customer and market analysis methods.
- Experience in user research during thesis using both quantitative and qualitiative methods
- Consumer Insights and Trends analyis project

### Structured Problem Solving & Communication
- PWC structured Analysis process with emphasis on simplicity and action
- Project based experience from multiple previous roles.
- Starting business goals and outcomes to develop effective project strategy
- KPI Dashboard creation using Tableau and Power Pivot in Excel
- Communicating the message using Powerpoint
- Experience in customer Service & support roles

Digital Marketing Skillset
- Customer journey, Jobs to be done and needs analysis
- Campaign monitoring using utm tags and Google Tag Manager
- Email marketing campaign automation
- A/B Testing
- Value driven SoMe and Content Development

Product Management, Innovation and Digitalisation
- Practical Tool kit from MSc Strategic Market Creation
- Go-to-Market Strategies
- Business model development
- Process optimization and digitalization knowledge

Acquire

Onboard

Retain
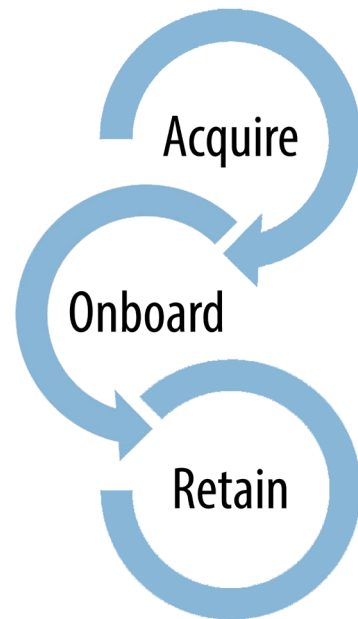
TOOL PROFICIENCY

Communication & Visualisation

Grammar and Copy (Grammarly, Indesign, Office)
Visual Presentations (Powerpoint, Photoshop, Illustrator)
Prototyping (Web/HTML, InVision, Photoshop)
Facilitation (Liberating Structures, Design thinking)

Action Oriented Analysis

Quantitative Analytics (Excel, IBM SPSS & AMOS)
Qualitative Analytics (NVivo)
Business Intelligence (PowerBI, Excel, Tableau)
Data Preparation (Python, Alteryx)
Project Management (Trello, Excel)

Digital Marketing

Google Suite (AdWords, Analytics, Trends, Search Console, Tag Manager)
Social Media (FB Business Manager, LinkedIn, Twitter)
Email Marketing & CRM (Mailchimp, Hubspot)
Front End Web (Wordpress, Basic HTML/ CSS/JQuery)

KEY WORK EXPERIENCES

Consumer Insights Analyst Intern Annalect| 2018
- Marketing & Brand Analysis - Consumer Insights
- Advanced Excel Use & Powerpoint Presentation Development

Adwords Optimization Project KBH Teambuilding.dk | 2018
- Developed Google Adwords / Analytics and MailChimp optiimization initatives
- Indsigte fra digitale Marketing data Analyse

Content Coordinator Ideanote | 2016-2017
- SEO, SoMe, and Google Analytics Analysis and optimization.
- Content Creation and Process Management and Optimization
- Own Project Management in a dynamic enterpreneurial environment
- Cross Collobaration supporting sales team with ad hoc tasks

Customer Service Consultant RAC Insurance Western Australia | 2003-2007 & 2009-2010
- Strong customer service provided during sensitive situations that required empathy
- Excelled in a Call centre position with strong focus on KPIs.

EDUCATION

MSc BA Strategic Market Creation | GPA: 9.6 Copenhagen Business School | 2015-2017
- Action oriented Marketing Analysis and Project Management
- Product og Brand Management - With focus on business models, go-to-market strategies and Communication
- Big Data Analysis and Digitalisation strategies
- Ideation, Innovation Systems and Process Optimisation - at strategic and team level

Thesis: Implications of Innovation Software on Organisational Culture. Grade: 10

BSc BA Service Management | GPA: 9.7 Copenhagen Business School | 2011-2015
- Customer journeys including experience Analysis and Design
- Life Cycle Management, Service design, Process Analysis and Optimization - including logistics and transport principles
- HR and control system Optimization including KPI design and monitoring
- Simplifying and communicating complex messages

Thesis: How to Market Innovation to the Service Industry. Grade: 10

OTHER EXPERIENCES

Data og Analysis

Python Fundamentals Udemy | 2017
- *Data handling and analysis*
- *Web apps and Databases*
- *Open CV data collection and analysis*

R & SQL Intro DataCamp | 2018
- *Fundamental concepts and coding.*

Data Analysis and Presentation Specialisation PwC på Coursera | 2018
- *data driven decision making*
- *Advanced Excel and PowerPoint skills*

Innovation & Facilitation

Knowledge Worker ReThnk | 2011-2016
- *strategy development through inclusion*
- *facilition*

Online Community CPH FoodTech | 2017+
- *Platform analysis*
- *Active Participant and enthusiast*

Facilitation Workshop Multiple |2017+
- *Participated in Liberating Structure workshops*
- *participated in planning of 1st CPH LS meetup*

Talent Participant Unleash Lab| 2017
- *Urban Sustainability Theme*
- *Global Network Development*

Student Participant Thinkubator | 2016
- *Entrepreneurial, Use of Exponential technologies*
- *Case Work*

EU Driver Licence