

# Simon Allen

Project Manager & Client Service Director

W: <http://www.worky.com/simon-allen>

## Professional Experience

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2008 - Present **AppVault - Director, Client Services**

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2004 - 2008 **The National Magazine Co - Database Manager**

- The implementation of a single customer database for 21 brands
  - Generated over £150K yearly revenue through list rental and affiliate partnerships
  - Employed systems to reduce data capture costs by 30%
  - Identified consumer subscription patterns and brand loyalty, which have been invaluable tools in driving marketing strategies
  - Understanding and modelling of the customer journey and most profitable customers
  - Responsible for the addition of online transactions to develop one to one marketing and identify new business areas quickly.
  - Reinforce the influence that data has on shaping a customer experience, driving brand loyalty & company profits.
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Key Skills data, Marketing

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2003 - 2004 **VNU Business Publications - Database Dev Manager**

Implementing tracking and control of data performance.

Apply new Data Protection legislation instrumental in changing VNU UK from an opt out to an opt in company.

Merge of all databases to one master database and consolidating bureaus activity.

Recognising new commercial opportunities for clients such as Microsoft and Dell

Design and implement a new database of individuals at home and work designed to analyse business and career changes. Overlaid with consumer behaviour this was used to predict future buying patterns.

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Key Skills data

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## Education and Qualifications

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1998 **Bachelor/Degree - BA (Hons), Product Design**

**Leeds Metropolitan University**

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