

Dale Cadle

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Profile

- I have over 10 years' experience in digital, working more recently with some of the best known UK and US luxury beauty and personal care brands.
- I manage full programmes of digital development – with projects varied in size from minor BAU enhancements to major long-term product and campaign websites or full ecommerce business processes.
- I am customer-focused, but commercially aware.
- I work with stakeholders at all levels to deliver products firmly tied to a business' strategic priorities and growth needs.

Key achievements

- Rebuilt the ecommerce websites for Sanctuary and St.Tropez UK from the ground up, with a focus on responsive web design, educational features and PCI-compliant single-page checkouts.
- Rolled out a highly-visible social media display service for use at Fudge Professional private industry events and public hair shows.
- Rolled out new ecommerce website for St.Tropez US market.
- Devised a globalisation strategy for building and rolling out regional brand websites to support future brand expansions.
- Integrated a user-generated content solution for St.Tropez websites to close the loop between social 'fan' engagement and the customer shopping journey.

Experience

Beauty Category Programme/Digital Product Manager at PZ Cussons Beauty LLP

March 2013 - Present (4 years)

I work for the PZ Cussons Global Digital Solutions team, but focused around core platform improvement and the Beauty Category and based in London, effectively providing the role of Product and Programme Manager for our digital platform and services.

Key responsibilities:

- **Managing the overall development roadmap and BAU backlog (JIRA)** for Beauty brand websites (St.Tropez UK & US, Sanctuary, Charles Worthington, Fudge Professional and Fudge Urban).
- **Requirements gathering, business analysis, UX/UI/IA, wireframing, prototyping, budget estimation and project planning** for new and ongoing development – including writing development user stories and acceptance criteria.
- Managing day-to-day relationship with development agencies as far as Beauty programme is concerned, including **billing** scrutiny and **resource profiling** using the **Agile framework** and methodologies.
- Business lead for **ecommerce solutions** and **payment integrations**, working closely with Finance department.

Our two lead brands, Sanctuary and St.Tropez (both category leaders in the UK and available in multiple global markets) have full Magento ecommerce solutions, which in the case of St.Tropez I have also rolled out to the United States to support growth in that region. This particular project required full analysis and implementation of all aspects of the ecommerce back-office, including tax calculation services and new payment service providers - which I managed both commercially and technically on behalf of other business departments.

Other sites are global and multi-market 'brochureware' websites but the strategy rolled out is tailored to the market, while retaining appropriate core control/consistency. All sites involve some element of social content aggregation and management on-site, and in some cases integrated social media solutions at conferences and industry events.

Other CMS systems such as WordPress may be deployed where appropriate, keeping to core principles of brand consistency, responsive web design and ease of management for local markets.

Digital Solutions Analyst at PZ Cussons International Ltd

August 2014 - June 2015 (11 months)

Same responsibilities and role for PZ Cussons Beauty above, but a period supporting our international wash brands including Carex, Imperial Leather, Original Source, Mum & Me and Cussons Baby for a colleague's Maternity Leave. The only difference being that these brands are not ecommerce, but have several more market websites in multiple languages.

Volunteer Games Maker at London 2012

July 2012 - September 2012 (3 months)

Driver for Olympic Committee members and other special guests.

IT and Online Strategy Associate at Money Advice Service, Consumer Financial Education Body and Financial Services Authority

May 2001 – July 2012 (11 years)

Lead the online, social and IS strategy in the Consumer Information team, co-ordinating a number of websites and resources including Moneymadeclear, What About Money, the Parent's Guide to Money and Divorce and Separation.

April 2011 - July 2012 (1 year 4 months)

- **Online strategy** development.
- **Business and technical assurance** for project documentation.
- **IA / UX** for new and existing products.
- **Front-end development/revision** using latest HTML and CSS coding standards, and Javascript enhancement (jQuery animation, promotional carousels and navigation systems, for example) - complete campaign microsites, or clickable testing prototypes and development concepts.
- **Usability / accessibility** advice for internal and external projects.
- **Technical assurance** and testing of work produced by external agencies.
- **Editorial advice** on the best approaches to tackle topical issues - including format of content, location on site and coverage.
- **Writing new content** for the website(s), taking into account best practice technical SEO and editorial strategies.
- **Social media** strategy.
- **Technical and social media training** for business colleagues and external partners.
- **Website analytics** interpretation and configuration.
- **IT services**, including the provision of a desktop IT and support supplier for the new organisation.

Intelligence Operator, Royal Corps of Signals at British Army

August 1998 - January 2001 (2 years 6 months)

A highly technical communications role with the usual basic soldiering skills embedded first and foremost. The professional trade training provided is roughly equivalent to an NVQ level 3 in Satellite Communications, but due to the Top Secret clearance required for the role this qualification is not transferrable out of the service.

Other information

Volunteer Experience

Army Cadet Force Instructor at Army Cadet Force
September 2003 - September 2006

Organizations

Mensa
June 2013 to Present

Education

Cheney School, Oxford
1993 – 1997

10 grade A – C GCSEs achieved in all core subjects, plus Art, Drama and Business Studies.

Interests

Photography, Snowboarding, Mountain Biking, Skydiving