

Chris Gunton

Curriculum Vitae

Introduction

Experienced customer-centric individual with over 15 years working for internationally known B2C brands, with a track record of delivering digital projects, driving revenue, database growth and delivering CX objectives.

Work History

2012 - Current: Digital Manager for Eurotunnel Le Shuttle

Responsibilities:

Develop the digital platform strategy to drive business priorities; driving revenue through the website & app, driving customer acquisition, retention and engagement.

Lead a small internal team, working with multiple departments and specialist agencies to develop best-in-industry solutions, with continuous MVT and CRO processes to optimise each channel and its content.

Support all areas of the business to embrace digital solutions to improve the overall experience of the customer throughout their journey.

Achievements

- Launch of two responsive CMS driven websites, **precisely on time and budget**.
- Launch of two booking engines, featuring a 70% reduction in text, **1% increase in eCommerce conversion rate**, 3min reduction in booking time.
- Delivered a UX/CX project to introduce 6+ new mandatory questions to the booking flow with **0% drop in conversion rate**.
- Product owner of My Eurotunnel; specification, design & launch; Over 800k accounts, 50% of bookings, **65% marketing opt-in**.
- Introduced fully automated triggered emails with over **2,500% ROI**, and **43% marketing opt-in**.
- Introduced virtual queuing during the pandemic in **<1 week**, during our busiest online sales period ever when bookings peaked at over **£2million per day**
- Implemented Zendesk & Live Chat, helping over **50k users self-serve per month**, shifting email and telephone contacts to the more cost effective channel.
- Delivered multi award winning strategies; **“Best use of Digital”** and **“Best use of Search”** in 2020.
- Short-listed for **“App of the year”** (UK Dev Awards), **“Best Use of Search”** (UK Search Awards) and **“Travel/Leisure App of the Year”** (UK App Awards) in 2022.
- Developed a low cost, fast-track digital solution to facilitate duty free shopping post-brexit, with a **27% marketing opt-in**.

- Created industry leading multi-language COVID hub during the pandemic that was referred to by other travel companies with over **7 million page views**.
- Created & launched the COVID PAX Wallet, integrated with existing systems, working closely with IT/MIS, Operations and Government agencies to deliver a solution in **under 3 months**.
- Designed and launched the My Eurotunnel app during the pandemic – delivering **£1million of revenue per month** and 190k app downloads
- Multiple eCommerce projects **essential to the post-pandemic recovery**; Promotional codes, Refundable tickets, Online vouchers, Online cancellations.
- Implementing Salesforce Interaction Studio to provide personalised targeted content to My Eurotunnel users to drive engagement and loyalty with over **7 million impressions** with a 10% conversion rate.

Previous positions

- **Hornby Hobbies Ltd**
eCommerce Manager, 2005 to 2011
- **Business Computer Solution**
Lead Web Developer, 2005 to 2006
- **Steelprint Ltd**
Lead Web & Print Designer, 2004 to 2005

Competence & Capability

- Working with senior management and key stakeholders to develop and implement digital strategies. Turning goals and objectives into measurable deliverables.
- Planning and managing successful large-scale projects, including risks, costs, time and team members to deliver agreed project products.
- Managing a team - setting objectives, performance monitoring and most importantly listen and support them
- Ability to produce technical specifications for development partners - including acceptance criteria for testing.
- Presenting and communicating projects, strategies and results to all levels of an organisation.

Education

- **BA Hons 1st, Digital Media**
Canterbury Christ Church University
2003 - 2006
- **Professional Diploma, Digital Marketing**
The Institute of Direct Marketing
2012 - 2013
- **Certificate, Digital Project Management**
The Institute of Direct and Digital Marketing
November 2014

References & Recommendations

- **Jae Hopkins**
Sales & Marketing Director – Eurotunnel Le Shuttle, 2017 - 2021
07891 392915
- **Harvey Alexander**
Dynamic Board Director - October 13, 2016

“Chris is one of those unique digital natives that has the ability to speak technically to developers and still have a great appreciation for UX. I employed Chris at Eurotunnel and it was one the best recruitment decisions I've made.”

Agency References

- **Tom Gillman**
Commercial Director, Crafted 2012 – Present
tom.gillman@crafted.co.uk
07789 006 448
- **Thibaut Pfeiffer**
CEO & Cofounder, Emprunte Mon Toutou - October 13, 2016

“Chris was my client at Eurotunnel, and was leading digital on their side while I was leading digital on the agency side. He is truly passionate about digital, and was single-handedly managing large, complex projects, involving many agencies and stakeholders, such as a whole new website - and he was doing so excellently. From the agency perspective, Chris' knowledge of digital was refreshing, and his versatility, passion, attention to details and easygoing personality meant he was great to work with !”

11 more available at LinkedIn (you must be signed in to view):



<https://www.linkedin.com/in/chrisgunton/details/recommendations/>

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