PETER SCOINS RESUME

Digital Asset Management Expert | Customer Success Leader

Thatcham, England, UK
jobs@peterscoins.co.uk | www.peterscoins.co.uk | www.linkedin.com/in/britishpete

High-impact DAM Specialist with 15+ years of experience leading complex system integrations and metadata strategy for global Fortune 500 organizations. Proven track record in transforming chaotic content environments into scalable architectures by aligning technical excellence with stakeholder business needs. Recognized industry speaker and award-winning leader in digital transformation.

SKILLS & CORE COMPETENCIES

▷ **DAM Strategy**: *Metadata & Taxonomy, Governance, Content Lifecycle, Scalable Architecture. AI-Driven Metadata Enrichment, Automated Tagging Governance*

▷ **Integration:** *REST API (JSON/XML), System Integration, API-driven Tech Consultation.*

▷ **Development**: *C# (.NET Core, MVC), Azure, Agile/SCRUM, Software Documentation.*

▷ **Operations**: *Stakeholder Alignment, User Adoption, ROI & Value Realization.*

▷ **Marketing**: *B2B/B2C eCommerce, Adobe Photoshop/InDesign, Design-to-Web.*

PROFESSIONAL EXPERIENCE

Aprimo | Customer Success Manager / Principal | Sept 2022 – Present
▷ Serve as a dedicated technical partner and SME for high-value accounts including Louis Vuitton, Siemens Energy and Circle K, ensuring maximum platform ROI through bespoke success planning.
▷ Champion DAM governance and workflow optimization by guiding global stakeholders through complex metadata strategy and taxonomy design aligned with Aprimo industry standards.

Book That In | DAM Technical Consultant (SME) | June 2021 – Feb 2022
▷ Acted as a Subject Matter Expert driving DAM project activations and large-scale data migrations
▷ Engineered tailored data models and utilized PageHooks for UI extendability to deliver scalable DAM environments for Sweaty Betty and Malvern Panalytics.

Stanley Black & Decker, Inc. | Senior DAM Developer | Jan 2017 – May 2021
▷ Served as Global IT SME for ADAM and Aprimo DAM, managing scalable architecture and content lifecycle strategies.
▷ Global Architecture & Governance: Led the "un-siloing" of legacy data across disparate business units by introducing unified Global DAM metadata standards, resulting in a single source of truth and leading the team to the 2020 Aprimo Apex Award for marketing excellence.
▷ Architected an API-driven integration with CDNs and PIM systems to automate workflows, boosting global asset delivery speed by 82% and providing stakeholders with real-time KPI insights.
▷ Member of the Abilities ERG, helping direct global accessibility initiatives for 50k+ employees, fostering a culture of inclusion contributing to SBD's recognition as a top employer for accessibility

Additional previous roles at Oliver, Capita Software Services, Hinttech UK and TEEC

EDUCATION & RECOGNITION

BSc (Hons) Computing with Software Development | *University of Plymouth*

Industry Speaker: *Featured at* **Henry Stewart Events, Omnichannel X, and Aprimo Sync!** *on real-world DAM integrations.*

CERTIFICATIONS
▷ Aprimo DAM Certified
▷ Aprimo PM Certified
▷ Aprimo DAM Pre-SaaS (ADAM) Certified:
▷ Microsoft Certified: Azure AI Fundamentals (AI-900)

AWARDS
▷ Royal Voluntary Service Platinum Champions Award (2022)
▷ Aprimo Impact Award (Q2 2023)
▷ Aprimo Apex Award for Content 2020
▷ Stanley Black & Decker ERG Award 2019 - Community Impact
▷ Volunteer of the Year 2016 -   British Wheelchair Basketball
▷ Thatcham Town Council Partnership Badge - Thatcham Town Council

Full Curriculum Vitae Avaliable on Request