



Amma Aburam

Freelance CRM Email Marketing Expert | Sustainable Fashion Writer & Advocate

📍 London, UK

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Links

[Website](#) [LinkedIn](#)

Languages

Spanish (Basic)

English (Native)

French (Native)

About

I'm a passionate digital and CRM email marketing freelancer with an international background and seven years of work experience in the fashion, publishing, healthcare industries and more. I am also a sustainable fashion freelance writer and podcaster. I run my online magazine Style & Sustain with the aim to advocate for a fairer, intersectionally inclusive sustainable and ethical fashion industry.

BRANDS WORKED WITH

ALLSAINTS - British fashion retailer

DEBENHAMS British fashion retailer

LUCY & YAK - Sustainable Fashion Brand

Syzygy Digital Marketing Agency

Experience

● FREELANCE CRM EXPERT

| May 2022 - Now

I have over 7 years CRM and Email Marketing experience across multiple industries. As a freelancer, I've worked in the following industries:

- Retail/Fashion
- Publishing
- Shipping
- Pharmaceuticals
- Healthcare

I usually focus on CRM and ESP operations through health checks, health optimisation, strategy execution, and monitoring overall progress. Please see my portfolio for more details.

● CRM & DATA ARCHITECT

Syzygy Digital Marketing Agency | Nov 2022 - Apr 2023

Achievements:

- Led CRM strategy implementation across three clients from two industries (Thames & Hudson, Haleon and Allergan)
- Conducted B2B digital platform and ESP audits and guided client's CRM solutions implementation for best results
- Worked closely with data experts to define audiences, build data capture and improve data management to increase CLTV
- Revised and restructured loyalty programme strategies to extend CLTV

● CRM MANAGER

LUCY & YAK - Sustainable Fashion Brand | Oct 2021 - Oct 2022

Achievements:

- Developed and owned the company CRM & CLTV strategy
- Created and managed monthly/weekly email calendar and sends
- Created and optimised triggered flow emails and segmentation
- Managed and optimised the loyalty and referral programme
- Created a weekly and monthly email channel performance report
- Worked closely with wider team: product/merchandising team, creative team: designer, copywriter and data analysis team to deliver effective omnichannel content

● SENIOR CRM EXECUTIVE

ALLSAINTS - British fashion retailer | Jan 2020 - Sep 2021

Achievements:

- Implemented and optimised CRM strategies for customer retention
- Daily execution of the BAU emails & SMS sends via Emarsys
- Created and planned the monthly CRM calendar
- Led the implementation and management of CRM automation campaigns and refer a friend program (Mention Me)
- Analysed & reported on campaign performances through key KPIs
- Coordinated and worked closely with merchandising, trade, marketing and design teams to deliver effective omnichannel content

- **SENIOR CRM & EMAIL MARKETING COORDINATOR**

DEBENHAMS British fashion retailer | Jan 2018 - Jan 2020

Achievements:

- Coordinated the creation, targeting, execution, analysis and reporting of retention & acquisition email campaigns
- Drove company marketing agenda through optimisation of CRM activity
- Delivered change in the CRM strategy and KPIs by analysing & responding to customer behaviour through personalisation
- Used data and insight to prioritise opportunities to increase customer frequency on digital channels & improve customer journey
- Worked with data team to target customer segments and increase personalised communication through best practices
- Analysed & reported on campaign performances through key KPIs

Education & Training

2008 - 2012

- **SKEMA BUSINESS SCHOOL**

Bachelor in Business & Corporate Communications,

- **Skema Business School and Hawaii Pacific University**

Bachelor obtained,