



Maria Chiara Fantauzzi

Marketing Executive

 London, UK

 Maria Chiara's availability **should be discussed**

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Work Preference

Location: Not looking to relocate

Pattern: Open to Full-time work

Employment: Permanent Positions

Skills

Project Management (Advanced)

Coordinating Activities (Advanced)

Consumer Branding (Intermediate)

Marketing Activation (Advanced)

Learning Analytics (Advanced)

Statutory Planning (Intermediate)

Languages

French (Work Proficiency)

Spanish (Work Proficiency)

English (Fluent)

Italian (Native)

About

Skilled marketing and communications specialist with over 4 years of progressive experience creating strategies to nurture business growth. Results driven CRM marketer, with a passion for customer marketing driving results through data. Strong technical proficiency with Microsoft Office (Excel, Word, PowerPoint), Photoshop, Word Press,Salesforce, Asana, Google Analytics and HTML.

BRANDS WORKED WITH

Carrick ISO Luxury

Cronaca Diretta

GANT

Puig

Experience



● Marketing & CRM executive

Puig | Mar 2022 - Now

Executed CRM strategy across different markets and channels (including emails, DM, lead gen) for 3 brands (Penhaligon's, L'Artisan Parfumeur, Kama Ayurveda), identifying opportunities and challenging current practices.

- Shared data and insights to drive innovation, enhancing 1-1 personalisation offering and optimizing data capture touch points.
- Developed tailored strategy for BAU and automations with the ecom and marketing team, ensuring the improvements of retention and acquisition (prospecting-nurturing-upselling).
- Responsible of the omni channel trade calendar both online/offline, supporting initiatives and briefing agency on marketing comms.
- Built strong working relationships with teams within the business including Commercial, BI, and Tech in order to gain support and drive continuous momentum for new initiatives.
- Collaborated with several external partners including our refer-a-friend partner MentionMe, challenging strategy and ensuring we are getting the most out of the tool and the partnership.
- Project managed and Launched Penhaligon's membership program in UK/US/EU/ME, development from start to end.
- Supported the team leverage client loyalty (walk in data collection, new high potential clients, offering an extra-mile service).



● Free lance Journalist

Cronaca Diretta | Apr 2020 - Now

Wrote 300 online articles on several topics, such as tech-development, politics, sustainability, sport, art and beauty.

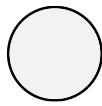


● E-commerce Marketing executive

GANT | Sep 2020 - Mar 2022

Developed created and executed all the UK and IT weekly campaigns such as newsletter and SMS journeys (salesforce, marketing cloud).

- Optimized campaign and website activity trough AB testing and segmentation.
- Weekly/monthly/yearly analysis through KPI's reporting (Google analytics. PowerBI).
- Supported CRM activities such as membership program and store promotion and affiliate marketing.
- Liased with 3rd party agency for paid ads and strategy definition.
- Involved in digital merchandising and social shopping decisions. E-Commerce Trading assistant
- Responsible for driving digital transition and e-commerce initiatives across all stages of the customer journey for the southern EU markets (Portugal, Spain and Italy).
- Managed the EU e-commerce stores PLPs´ to meet sales and profit targets, driving online revenue.
- Executed the Global Content Plan, ensuring a close working relationship with the local European teams, collaborating on a daily basis with various stakeholders based in 7 countries.



● **Marketing and Communication Assistant**

Carrick ISO Luxury | Apr 2020 - Sep 2020

Drive high-octane branding strategies through the refinement and new launch of marketing campaigns.

- Through the leverage of in-depth market analysis, developed an innovative digital strategy to target millennials and generation Z.